



Case Study - The Professional Golfers' Association

When The PGA, one of the most revered and historic bodies in the world of sport, needed an IT Partner, they came to Silverbug.

With over 8,000 Members in 80 countries across the globe, The PGA are the world's oldest PGA and partners of the renowned Ryder Cup.

As a distinguished members' organisation, we educate and train PGA Professionals to degree level. We do this by providing them with the very latest skills which they can employ across all areas of the sport, from golf club management to coaching other golfers.

All of this enables golfers to play better golf and enjoy world-class facilities at clubs across the UK.

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Effective and efficient IT systems and the rapid resolution of any problems are key to the successful running of a business in the 21st century. So, we're delighted to strengthen our association with Silverbug and put it on a long-term footing.

- PGA Chief Executive Robert Maxfield

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The Partnership

Silverbug has partnered with The PGA since October 2017 after originally coming together through a mutual sporting interest with an existing Silverbug Partner. Since then, we have worked together on both a commercial partner basis and as a client.

We look to support The PGA and their vision to reflect the original objectives of the Association, the commitment to its members and its determination to recognise the changing times in which we live.

The Challenges

The PGA was originally operating an on-premises IT solution, however, they needed a proactive, forward-thinking IT strategy that ensured the tools and systems staff used both fit the present environment and can take advantage of future developments in technology.

As well as creating the IT strategy, the internal IT team at The PGA needed additional support on future proofing the solution and planning the strategy for development for the next 3 years.

The Solution

Silverbug's Consultancy service provides The PGA with the highest levels of IT leadership, guidance, and support to drive their development in house. A major strength at Silverbug is to understand and adapt to our client's business requirements and needs by developing a long term strategic IT road map. By utilising these services, The PGA is able to utilise the full spectrum of Silverbug's services including:

- Proactive & forward-thinking IT strategy
- Highest level of IT Consultancy
- Remote Virtual IT Director
- Full Cyber Security suite
- Continuous IT improvement program
- Third-party liaison & management

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