

APTA IT Committee Update – May 2019 Board Meeting

Mission

To **deliver** functional technology solutions, **support** and **engage** the current and future members of the APTA across all of their activities involving platform tennis play (**Social, Leagues & Tournaments**).

Projects

IMPLEMENTED

Ecommerce

The new ecommerce system was launched in August and has been successfully used for membership and tournament entry purchases throughout the season.

Products and the store are maintained within our system, but payment and merchant account activity are handled by Stripe. We do not touch or hold any personal financial information.

Benefits

Memberships requirements are enforced at tournament entry, and the type of membership required can be customized to the tournament. Previously we could not enforce membership and each tournament had to be reviewed manually.

Memberships and tournament entry **orders are immediately linked** to our membership and tournament data. Previously they had to be exported from the ecommerce system and then imported into the membership system.

\$2.70 savings per order in transaction fees. Given the 4,800+ transactions, that amounts to approximately **\$13k saved** across the APTA and tournaments. Additionally, fees are reimbursed fully on cancellation, which was not the case previously.

Financial reporting ties bank deposits to specific transactions. Detailed reports can be generated on individual tournaments. We can tie each line item in an order to the charge, refund and/or deposit on the merchant account side.

We can now provide **Tournament Director access** to reporting in a way not possible in the old system and can send copies of each confirmation to tournament directors who want them.

Members now have access to their orders and personal information, as well as tournament and partner history.

All these benefits add up to significant **time savings** across the APTA staff.

Order counts and savings in Appendix A.

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IMPLEMENTED

PlatformTennis.org Redesign Platformtennis.org has been redesigned to 1) improve and expand navigation, making it easier for users to find what they need, and 2) bring the design more up to date and simplify the home page.

In the process, we reviewed and updated many informational pages, and removed obsolete information. Among the improvements are: We can now add easy access to new initiatives through our “fat menus”. Sponsor and potentially future advertising spots are defined on the home page. All navigation, including links to scoring, rankings, streaming, social sites, etc. are available from any page.

Tournament Seeding We now have an online tournament seeding capability tied directly to national ranking points data. Ray has run this system in tandem with his spreadsheet throughout the season and it has functioned correctly.

Seeding points can be run for any tournament, whether NRT or not, allowing broad use wherever helpful. Points can also be run for individual teams.

Once B ranking was in place, we added B-NRT seeding.

B Rankings Online B rankings were implemented in the fall and in early April we released our first year-end B rankings.

Wendy Harris has done an excellent job as our B ranking administrator. Kudos to Patty Hogan, Dave Broderick and Greg Morgan for all their work bringing this to fruition.

NEW

Paddlescores PTindex We will work with Paddlescores on data integration required to support PTindex calculations from tournament results. Details to be determined.

Junior Ranking We plan to implement a simplified online ranking for juniors, updated manually rather than from tournament data.

Junior rankings are complex, with points earned in one event being transferrable (a 10-year-old playing in a 15 event, or a girl playing in a boy’s event). This, combined with highly flexible tournament formats and juniors not using live scoring, make automated rankings extremely complex and not practical at this time.

Round Robins To support Team Nationals, and more fully support President’s Cup, we plan to expand Live Scoring to include round robins. This will include single or multiple rounds feeding into play offs, and underlying match-by-match detail.

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ONGOING

Membership & Live Scoring & National Rankings	There is an extremely long to-do/wish/enhance list for membership, scoring and ranking. Some of the more comprehensive items involve: <ul style="list-style-type: none">• Financial reporting• Confirmation letters & account statements
Enhancements, Modifications & Other...	<ul style="list-style-type: none">• One-off charges• Membership edits & transfers• Tournament transfers• Tournament entry reporting and summarizations• Duplicate member merges• Tournament player emails• Tournament Director administrative tools• Live Scoring page design• Member & membership reporting• Tournament/entry process management• Data imports & related reporting & exception tracking• League member updating & reporting
Training	We have been cross-training within the APTA staff to make sure administrative work using membership, scoring, ecommerce, constant contact, etc. can be done by more than one person. This is and will always be ongoing.
User Support	<p>With the implementation of ecommerce, we are providing technical support to users. There are email links to support on key pages, and on in the contact information.</p> <p>Response is generally within a few hours, and most questions can be answered quickly. Based on the number of orders processed, the volume seems reasonable, and reduced significantly after some early modifications. Many emails are from members whose email addresses are missing or out of date and need to be updated before they can create sign in credentials.</p> <p>Support requests were extremely helpful in the early weeks, as they identified pain points we were able to address with system modifications. Support will be ongoing.</p>
Paddlescores Member Integration	Issues remain to implementation of real time integration of member data with paddlescores, primarily: in many leagues not all league members are APTA members; and membership may hinge on payments received outside of paddlescores, at variable times throughout the season, and from various sources. Until these issues can be resolved, we will continue to import data from files submitted by league.

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ONGOING

Draw Sheets Library	We will be updating our library of draw sheet templates so that tournament directors can download a much wider array of draw sheet sizes. We are also looking into tools to help with match scheduling.
Constant Contact	Templates need revision. We should be able to outsource this work, as it is self-contained and relatively routine.
Live Scoring Stats	This season we provided Live Scoring for 43 tournaments, up 6 tournaments (16%) from last season. <i>See Appendix B for stats.</i>
Player Self-Ratings	<i>See Appendix C for counts.</i>
Social Media	<i>See separate report.</i>
Technical infrastructure	No changes made last season or anticipated for the upcoming season.

Appendix A – Ecommerce Numbers

Orders

3,629 tournament entries

1,187 memberships

4,816 total orders processed

3,494 members have accounts, and many of them had multiple orders

Number of Orders	Count
1	1,728
2	524
3-5	419
6-9	68
10-13	6

Estimated Savings

Savings estimates are based on comparison between the Thriva per-order fee of \$3.00 and the Stripe per-order fee of \$0.30, as well as Stripe refunding full fees on order cancellation and Thriva's keeping most of their fee. The Merchant bank percent was equivalent.

The APTA pays transaction fees for memberships, Nationals, GPs and Juniors. Our savings are about 55% memberships/45% tournament entry.

APTA: \$6,371

Tournaments: \$7,055

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Appendix B – Live Scoring Stats

Date Range

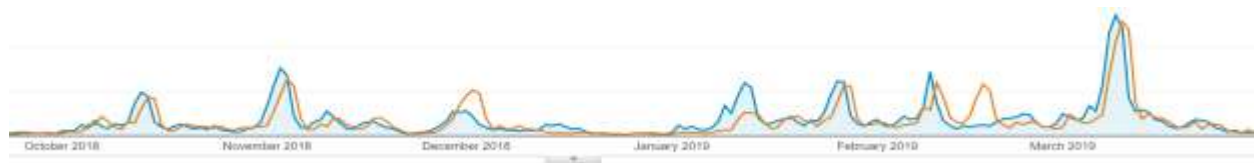
2018-2019 September 1, 2018 – March 31, 2019

2017-2018 September 1, 2017 – March 31, 2018

Year over Year Daily Pageviews Graph

Blue = 2018-2019

Orange = 2017-2018



Interesting Statistics

Statistic	2018-2019	2017-2018	Change
Pageviews	1,360,679	1,273,431	7.00%
Sessions	231,630	217,576	6.46%
Users	52,441	48,587	7.93%
NY metro area ¹	16,156	14,635	10.39%
Chicago metro area ²	10,936	12,035	(9.13%)
Pittsburgh metro area ²	3,937	3,316	18.735
Philadelphia metro area ³	3,366	2,740	22.85%
Boston metro area	2,785	2,925	(-4.79%)
Cincinnati metro area ²	1,992	1,665	19.64%
DC metro area ⁴	1,469	1,038	41.52%

Device usage as stayed consistent at approximately 55% mobile.

Mobile device usage has stayed consistent at approximately 75% iPhone.

1. New Jersey was up 33%, including jumps at all major events plus the Atlantic Classic and the Mixed and Masters Nationals weekend in March. NY up 3%.
2. The Chicago drop is due almost entirely to a drop off for Nationals. Likewise, Pittsburgh reflects a huge jump for Nationals. Similarly, Cincinnati was up for the Midwesterns GP.
3. Philadelphia saw a jump at Nationals, and a larger spike for the Philly GP in 18-19 versus in 17-18.
4. DC is up across the season with a spike at Nationals.

It's likely that peaks and drops which follow Nationals and GPs are due in large part to synchronization with Live Streaming.

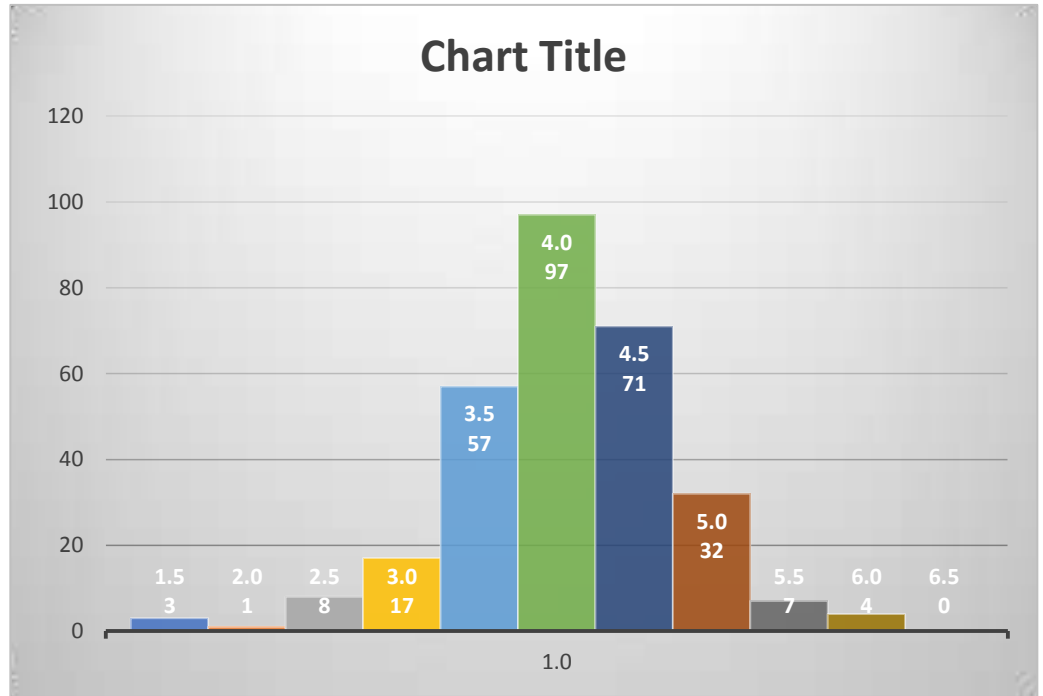
Appendix C – Self Rating Emails

The distribution is similar to last year, but a fall off on the ends likely reflects use by players interested in B events and Team Nationals, rather than general curiosity.

Number of Rating Emails Sent, by Rating

As of 4/2/2019

Rating	Number
1.5	3
2.0	1
2.5	8
3.0	17
3.5	57
4.0	97
4.5	71
5.0	32
5.5	7
6.0	4
6.5	0
Total	297



Cautions: This is only the count of emails sent.
We do not know how many people went through the survey without requesting an email.
Emails were not scanned for duplication.