



# Harlequins

## ENABLING HARLEQUINS TO OFFER UPGRADED FAN EXPERIENCE



### THE CHALLENGE

**Harlequin F.C** is a professional rugby union club that plays in Premiership Rugby, the **top level of English rugby union**. Their home ground is the Twickenham Stoop, located in south-west London.

Harlequins decided to replace its **two existing screens** on the ground with bigger and better quality ones to **offer an enhanced experience to fans**.

They were looking for a partner that could support them in purchasing the equipment **over a period of time** and Econocom were recommended to them.



### THE SOLUTION

Econocom built a **rental solution** for Harlequins' new screens allowing them to **spread costs and switch to an OPEX model**.

Harlequins opted for a **Buy Now Pay Later** option to **defer the first payment until the screens had gone live**.

Harlequins also took advantage of a **Sale & Leaseback**, releasing the invested cash for more immediate concerns.



### THE ECONOCOM TOUCH

Econocom took care of the payments throughout the project and liaised directly with the suppliers thus **removing significant administrative burden** from Harlequins.

All equipment was **fully insured** once all invoices had been paid.

Thanks to the success of the initial project to replace its existing screens, Harlequins also used Econocom to **finance a zero-gravity running machine** to help with the rehabilitation efforts for injured rugby players.



### ADDED VALUE:

- Match the price of the project with the benefit it would bring the club
- Spread costs over time
- Preserve cash for core activities
- Complete e-waste plan included

**Over £350k worth of a cash injection!**



*Econocom removed all financial heavy-lifting from the club so that we could focus on engaging the right suppliers and manufacturers. This removed friction from the entire process and meant we only had to make a payment once the screens had gone live. Also the relationship with Econocom is a really good, solid one. They came back with really good products and really good rates. We have open discussions and we make decisions together so very collaboratively.*

**Sarah Scammell – Group Finance Director – Harlequin Rugby Football Club**