

How a Bundesliga Club Streamlined Contact Management Across Its Organization



Business Situation:

FSV Mainz 05 required a contact management solution that could sync information from multiple sources to managed mobile devices, while ensuring each department across the club received only the contacts relevant to their role.

Solution:

CiraSync delivered by automatically syncing contacts from Microsoft 365, easing strain on staff, eliminating manual work, and keeping every team's contact list clean without undue IT strain.

Benefits:

- Selective group syncing ensures coaching, operations, and front-office staff each receive the precise contacts they need, with no overlap or confusion between departments
- Hours of manual configuration and maintenance are eliminated, freeing IT resources for higher-value work
- Faster reaction times across the club, with contact updates reaching the right devices automatically and without delay

The Challenge

FSV Mainz 05, a storied club competing at the top level of German football in the Bundesliga, faced a contact management problem familiar to large, multi-department sports organizations. Staff across the club relied on mobile devices to stay connected, yet contacts were scattered across multiple sources, creating inconsistencies and confusion about who held the most current information.

The IT team needed a reliable way to sync contacts from these disparate sources to managed mobile devices while ensuring that the right information reached the right people. Different departments had different needs: the coaching staff, the front office, and the operations team all required tailored contact sets. Manual processes were slow, error-prone, and demanded ongoing configuration effort that pulled IT resources away from higher-value work.

The Solution

FSV Mainz 05 turned to CiraSync to bring order to their contact management. CiraSync integrates directly with Microsoft 365 and enables selective, group-based contact syncing to managed mobile devices, eliminating the need for manual intervention or device-by-device configuration.

With CiraSync deployed, the club could define which contacts synced to which groups of users across the organization. Coaching staff received contacts relevant to training and player management. Front-office personnel had access to partner and sponsor contacts. Operations teams had the operational contacts they needed, and nothing more. Each group received a clean, current, and purposeful contact list, automatically maintained and updated without IT involvement after the initial setup.

The platform replaced a fragmented manual workflow with a centralized, automated system, reducing configuration overhead and eliminating the ongoing maintenance burden that had previously consumed significant staff time.

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Results

FSV Mainz has found the time saved to be a significant improvement in their IT workflow. What once consistently took hours of manual IT configuration and inconsistent weekly upkeep now happens automatically. Selective group syncing means that the right staff always have access to the right contacts, without overlap, confusion, or error.

When benchmarked against the experience of other CiraSync customers, contact management was estimated to be up to 10x faster than before.

“I can agree that overall this has helped us to save time and react at a fast rate.”

IT Team, FSV Mainz 05 | Bundesliga



CiraSync: Built for Organizations Where Every Second Counts

When matchdays, training schedules, and operations demand instant coordination, having the right contact on every phone is not a convenience. It is a necessity. If your teams are losing time to outdated information, manual updates, or the burden of ongoing IT configuration, CiraSync can help. Whether you are managing a single department or an entire club across dozens of staff groups, the sync happens automatically.

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