

# Upper Hand, Inc. Enters Franchise Industry with Launch of New Management Software

*New software reduces 85 percent of daily administrative tasks performed by franchise facilities operating in the sports industry*

**INDIANAPOLIS** – Sport, recreation and fitness franchises can now manage their business more efficiently thanks to the launch of new [enterprise software](#) designed specifically for the franchise marketplace from [Upper Hand, Inc.](#), the leader in cloud-based sports management software and business services.

Easily integrated within its already robust suite of tools that includes point-of-sale, membership management, video analysis, marketing automation, facility management and more, the new enterprise management software allows Upper Hand to offer the most comprehensive platform designed specifically to save time, money and eliminate resource waste.

The new software from Upper Hand provides reliable, flexible solutions for any growing enterprise in the sports industry. With the software, sports franchises can manage enterprise businesses in a branded environment with flexibility to scale alongside any level of growth. All tools currently used by an enterprise can be seamlessly integrated within the Upper Hand platform, streamlining and simplifying work.

Enterprise customers also receive a dedicated project manager to help them get the most value from Upper Hand — who serves as a continued innovation partner. As the business scales and evolves, the customer success manager will serve as a secret weapon for growth by identifying new opportunities for increased efficiency and productivity.

The new software reduces 85 percent of the daily administrative duties performed – such as scheduling, logistics, data entry, tracking payments and more, reducing the time spent on these tasks to 10 percent. Therefore, franchises are able to invest 90 percent of their time and growth activities, giving them a true competitive advantage.

“Given that our target audiences are small-to-medium size businesses, the natural next step was to deliver our award-winning technology to the franchise network chain,” said Kevin MacCauley, CEO and founder of Upper Hand. “Our software is already trusted by some of the world’s top ranked and most forward-thinking franchises of all shapes and sizes, which includes some enterprises with more than 200 locations worldwide.”

Founded in 2011, Upper Hand has revolutionized the way coaches, trainers and sports management conduct business with its powerful, cloud-based mobile platform. Its software offers sports organizations a suite of online tools to escape the administrative vortex and focus more on training and developing clients. It’s also offers the industry’s first business intelligence reporting solution.

Most recently, Upper Hand launched first-of-its kind facility management software that allows Upper Hand customers to improve visibility across its most expensive part of the business: facility resources. Unlike other platforms that operate in silos, Upper Hand gives facility managers instant access to the true availability of all staff, events and resources from one easy-to-view platform with smart automation. Now, with the integration of its enterprise management feature, Upper Hand is truly redefining the landscape of business management within the sports industry.

The enterprise management software is now available as part of the Level Four package. Upper Hand is compatible with both iOS and Android smartphones and tablets. Upper Hand is also accessible from a desktop browser. To learn more about Upper Hand or receive a demo, feature, please visit [www.getupperhand.com](http://www.getupperhand.com) or follow them on [Facebook](#) or [Twitter](#).

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### **About Upper Hand**

[Upper Hand, Inc.](#) simplifies front and back-end office tasks for sports businesses, provides cutting-edge marketing tools and offers business intelligence that enables unsurpassed performance for its customers. Customized software and pricing are fit to everyone's sports business needs with the objective of helping every customer grow their business. Upper Hand is proudly headquartered in Indianapolis, Indiana. To learn more about Upper Hand, visit [www.getupperhand.com](http://www.getupperhand.com).