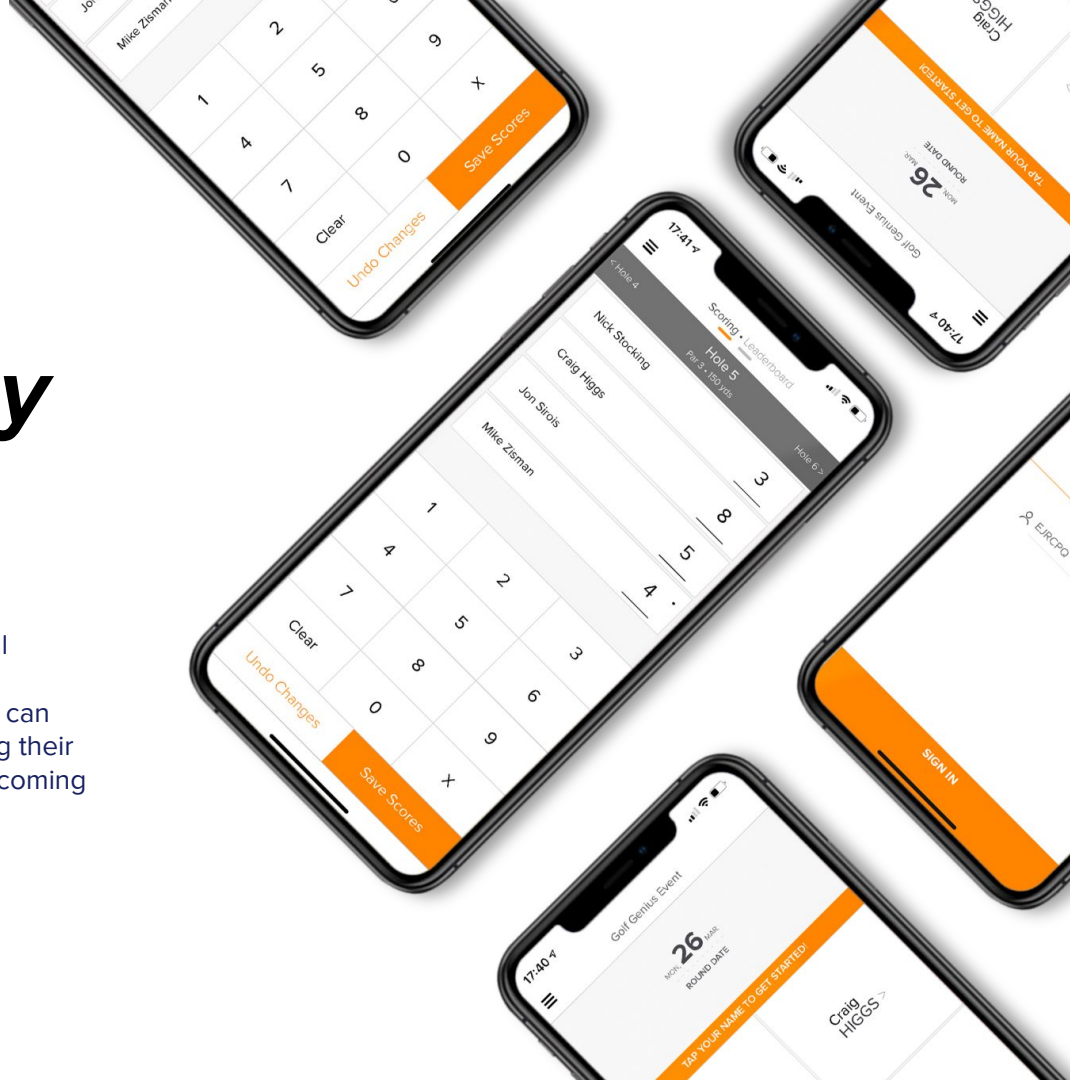
WHERE TECHNOLOGY MEETS TRADITION

Golf Genius
SOFTWARE

Session

“Golf Clubs - Where Technology Meets Tradition”

In this session, Craig Higgs will share with us his international experience of implementing Technology into golf clubs - an environment traditionally resistant to change - and how clubs can increase efficiency and customer experience whilst protecting their tradition and culture. An integrated technology strategy is becoming a fundamental piece of any successful clubs overall strategy.



Agenda

1. Why Technology?
2. Why NO Tech?
3. What's Changing?
4. Tech v Tradition
5. Tech Supply Chain
6. Benefits of Tech
7. Tips on Making A Change
8. Conclusions - A View on Tech

Why Technology?

- User [Manager] - Simplifies Processes / Increases Efficiency
- Customer [Member] - Enhances Experience / Improves Connection
- Together;

Less Work, More Fun

“I want to help the timeless game of golf transition into the digital era. Innovation is vital to the future of the game and Golf Genius is the market leader in competition software, making golf more fun for golfers of all ages.”

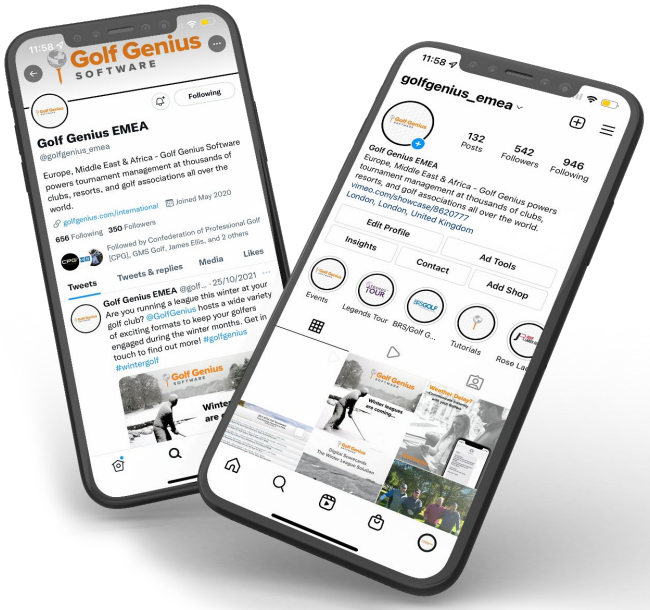
RORY

McILROY

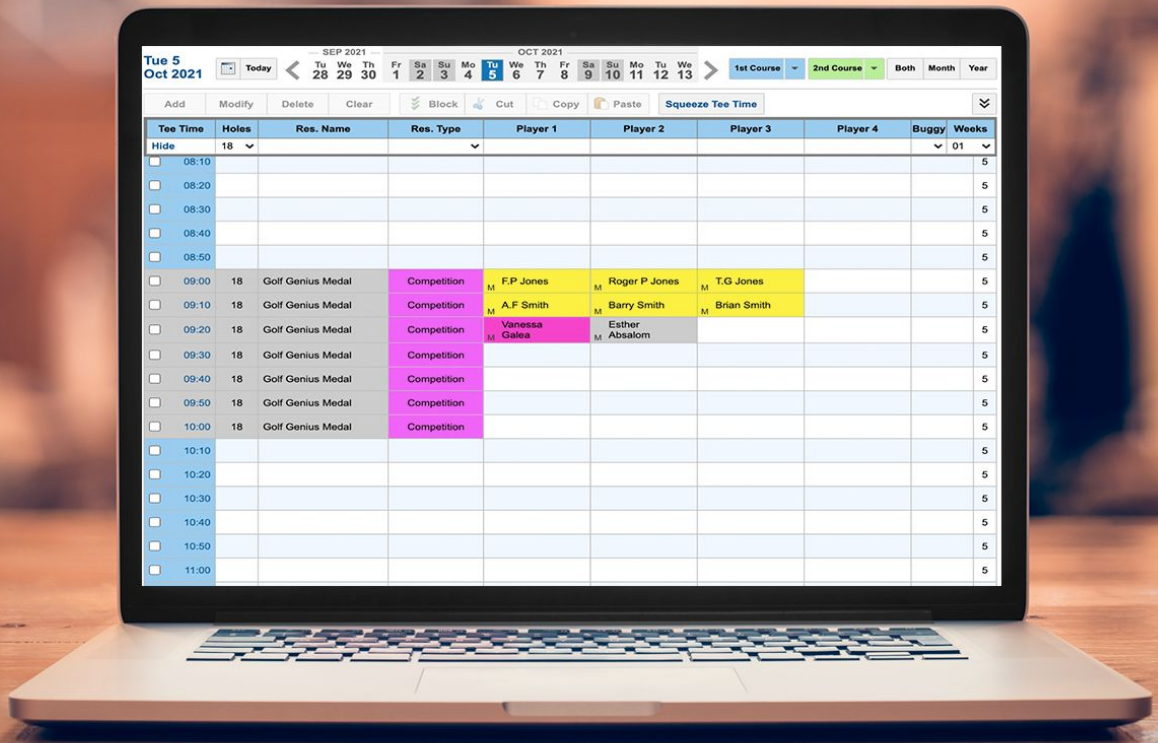
Technology improves productivity - reducing mundane activities to focus time on more high value activity - **customer / member interaction.**

Golf lags behind banking, travel and many other industries which have moved quickly to lower their **total cost of ownership of their software.**

In so doing they can now compete based upon the quality of their customer facing systems and service.



The Tee Sheet - Customer Self Service



Tee Time	Holes	Res. Name	Res. Type	Player 1	Player 2	Player 3	Player 4	Buggy	Weeks
Hide	18								01
08:10									5
08:20									5
08:30									5
08:40									5
08:50									5
09:00	18	Golf Genius Medal	Competition	M F.P Jones	M Roger P Jones	M T.G Jones			5
09:10	18	Golf Genius Medal	Competition	M A.F Smith	M Barry Smith	M Brian Smith			5
09:20	18	Golf Genius Medal	Competition	M Vanessa Galea	M Esther Absalom				5
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How Old Are You?

- Technology's 'big bang' - Internet 1994 [after 25 years of development!]
- If you were 10 in 1994 - you were 'born on the web'
- 30-40 Year Olds - totally comfortable with tech - web, app, smartphones
- If you were 20 in 1994 [at University?] - tech is a tool but in your DNA
- If you were 30 in 1994 - it is neither comfortable or in your DNA
- If 30-40 year olds are 'them' & 'us' is everyone else - then everyday there will be more of 'them' than 'us'! This simple reality is why Technology is coming and will increasingly pervade all aspects of golf - so fasten your seat belt!

Why Not Technology Yet?

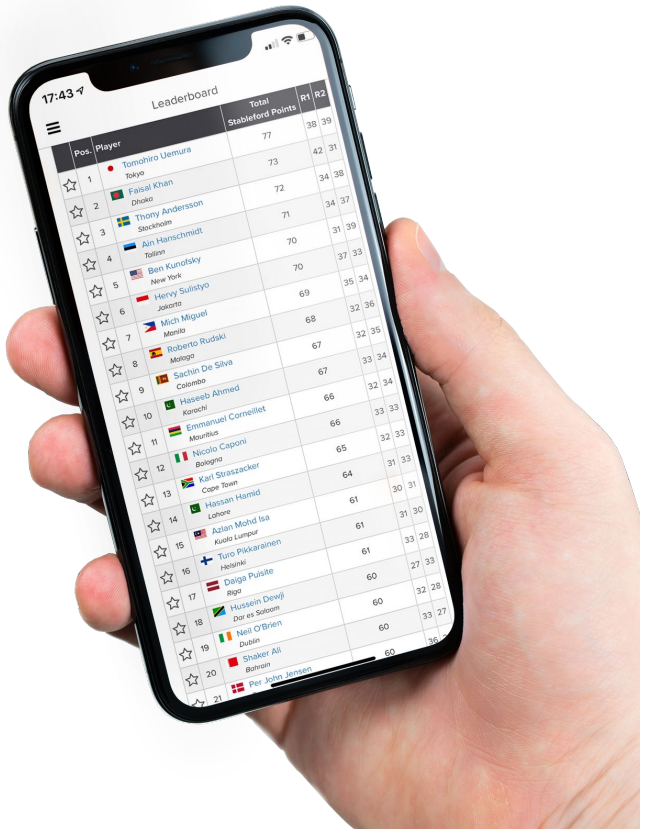
- Previous lack of demand from customers / members - “we always did it this way”
- Lack of Software Standards - local supplier solutions abound
- Protection in ‘non standard’
- Lack of Competition - based on Lack of Standards
- Lack of Competition derives Lack of Innovation
- Historically, suppliers not well capitalized and had just a handful of employees
- Club Manager understanding / comfort with Technology
- Change Management - the ‘difficult member[s]’ syndrome

So What's Changing Technology in Golf?

- Covid - less interaction more self service
- Increased [new] member demand for tech in golf - app based
- WHS - move towards a 'standardised' solution
- Increase in tech providers attracted to golf industry and consumers

BUT

- Covid is Over - return to booking on, roll ups & scorecards?
- [Old] Member demand prevails - tradition over technology - less hassle, no change!



BUT Technology is now moving in Golf....!

- More Tech Savvy GM's / Club Secretaries
- Increasing support from Member Associations - GCMA, etc.
- Members now wanting more Service, More Convenience, More Technology
- Covid - supercharged Digitisation in 2020
- WHS - increased standardisation, increased competition, more choice
- Increasing Pace of Innovation, Increased Options

Technology Meets Tradition

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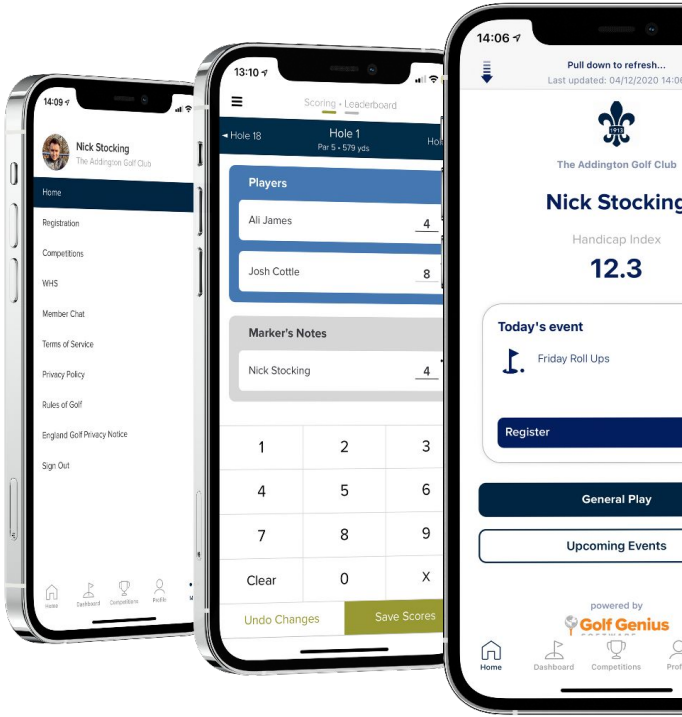
The Club Manager’s Dilemma

- Introducing More Tech means More Change
- Damned if you, damned if you don’t
- Look after existing customer wants, look for new customers
- How to find the best balance for the business
- Covid, WHS have created an environment for change
- Seize the moment - many GM’s / Secs now reviewing their tech offer
- Increased options with increase in variety of supply options

Technology & Tradition DO Mix!

- Technology is NOT Prescriptive & MUST NEVER BE!
- ‘All or Nothing’ does not work for all Clubs / Members
- Tech should make it easier and better for Managers and Members
- The Club Tech Conflict - Tech is Change, Tradition maintains the status quo!
- Old v New
- BUT Golf is BOOMING!
- How do you retain loyalty of existing [older] Member subscriptions whilst welcoming new [younger] Member revenues downstream?



Muirfield Autumn Medal

Where Technology Meets Tradition

	1	2	3	4	5	6	7	8	9	Out
Marker's Score										

Init	10	11	12	13	14	15	16	17	18	In	Total	Hdcp	Net

Competitor: L A C Robey

Competition: Autumn Medal - Sunday

Competitor's Signature:

Date: Sun, October 6

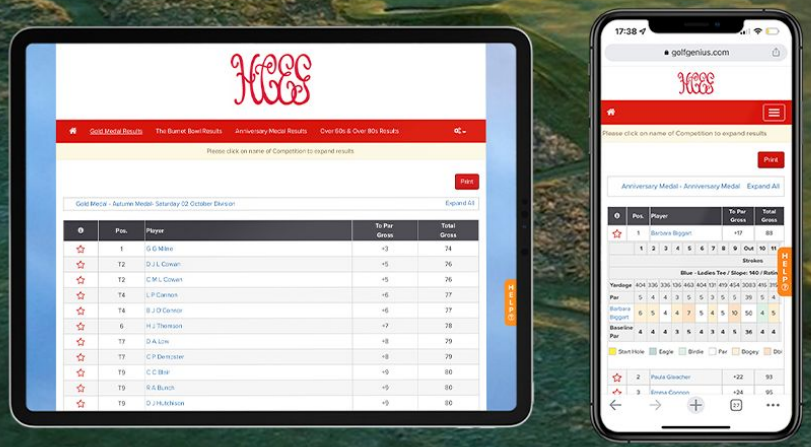
Handicap: 6.0

Marker's Signature:

	1	2	3	4	5	6	7	8	9	Out
Blue - Ladies (76.0)	404	336	336	136	463	404	131	419	454	3083
Par	4	4	4	3	5	4	3	4	5	36
Stroke Index	3	13	15	11	17	5	9	7	1	
L A C Robey	•					•			•	
Stableford Points										

Init	10	11	12	13	14	15	16	17	18	In	Total	Hdcp	Net
	416	315	356	133	395	362	139	460	324	2900	5983	(18)	
	4	4	4	3	4	4	3	5	4	35	71		
	4	16	12	14	2	10	8	18	6				
LR	•				•				•			6	

Group Number: 1



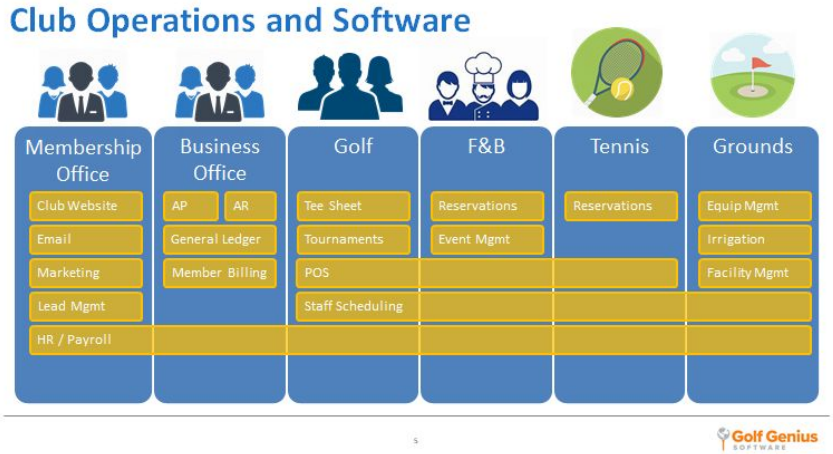
Technology Commitment / Collaboration

The Technology Offer!

- The New Choice -
- ‘All in One’ v ‘Integrated Best of Breed’
- ‘One throat to choke’ or ‘mix to max’
- Ease of Use v Performance

- YOUR CHOICE

- BUT THERE MUST BE CHOICE

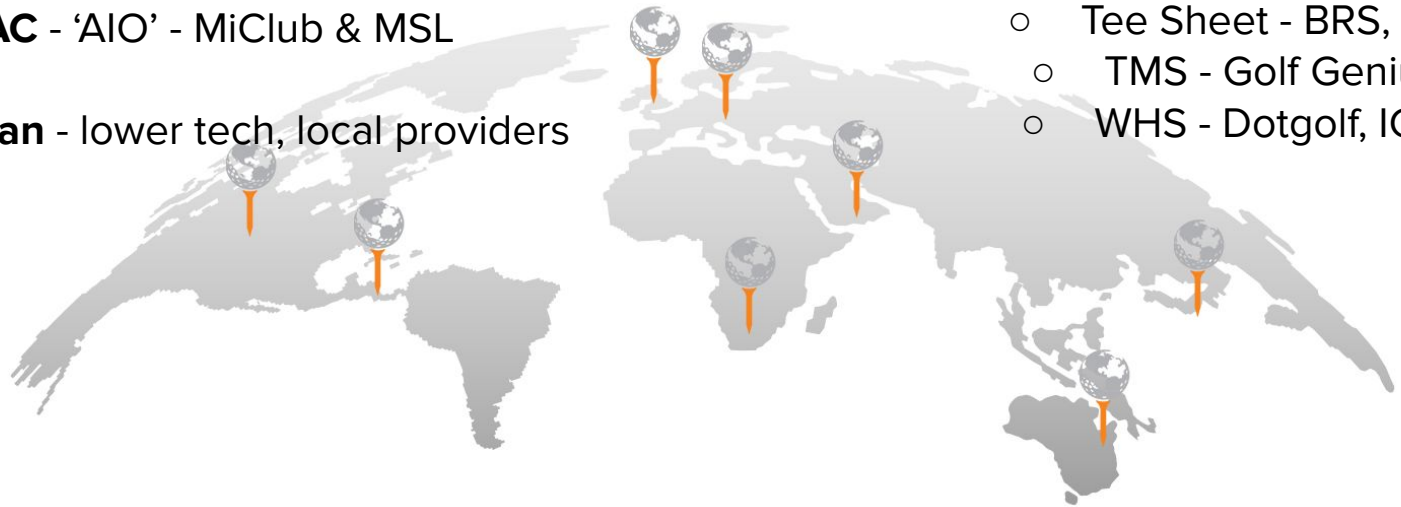


Technology - Specialisation from Standardisation

- As markets mature and develop, specialisation increases in supply to meet increased demand requirements
- Automotive - Ford cars, Golf - Taylor Made Driver, Computing - IBM v Dell
- In Golf Clubs - one size can fit all, but increasing need / demand for best fit ‘specialist’ solution
- Integration, Managed Supply Chains, Support Systems make ‘specialisation’ common place today through **STANDARDISATION**

Technology in Golf - The Global View

- **US** - Integrated SaaS environment for clubs
- **UK** - traditional ‘all in one’, hybrids on offer
- **EMEA** - local ‘generalists’ pre dominate
- **Middle East** - integrated
- **APAC** - ‘AIO’ - MiClub & MSL
- **Japan** - lower tech, local providers



- **WHS - Levels The Playing Field**
- **Global Suppliers**
  - VMS - Jonas, Northstar, etc
  - Tee Sheet - BRS, Lightspeed
  - TMS - Golf Genius, GolfBox
  - WHS - Dotgolf, IG, CSI, GGS

Technology - The GB&I Map

- AIO - Intelligent Golf, Club Systems, BRS/Golf Now, Epic
- Hybrids - Concept, Jonas, Northstar, ESP, Club Prophet
- Tee Sheet - Lightspeed, BRS,
- Tournament Management - Golf Genius, Handicap Master, Golf Box, GameBook, Vpar, etc
- WHS - IG, CSI, GGS, HM, Nexxchange
- POS - Various
- Payment Processing - sagepay, worldpay, stripe
- Website - Golfworx, ClubNet, Local
- Subscriptions - GolfClubsSubs

The Technology Upsides

- Customer / Member
- User / Manager

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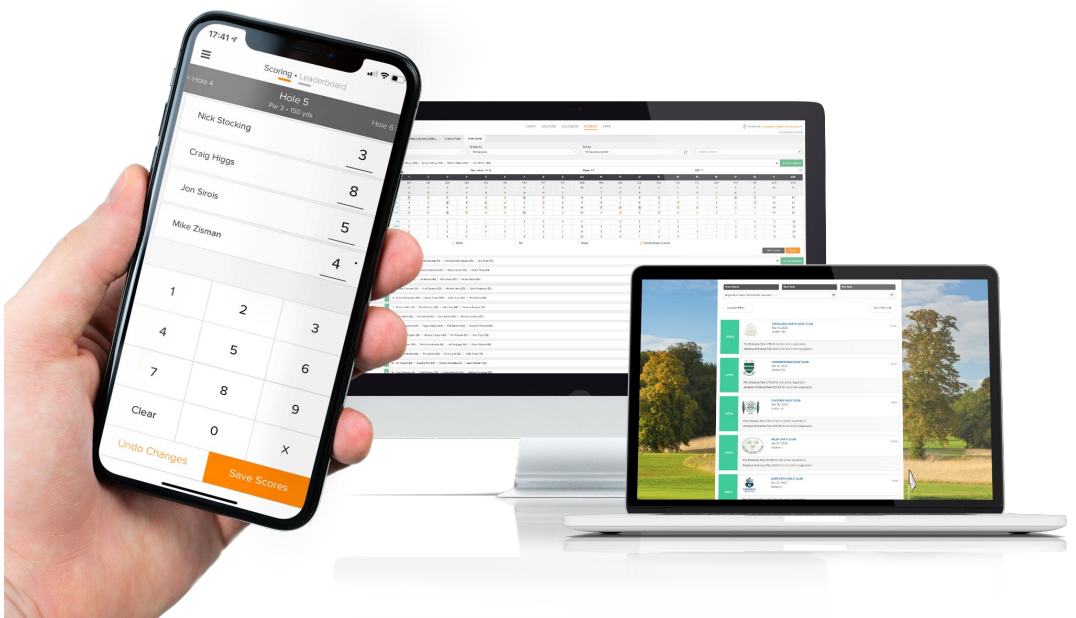
Technology Enhancing The Customer Experience

- Data driven digital solutions for enhanced customer / Member service
- Increased data, increased personalisation, increased service provision
- Increased connection - comms etc - increased sense of community
- Membership Renewals
- Tee Sheet Bookings
- Point of Sale
- Golf, of course!



Technology - Making Golf More Fun

- Digital Solution - from registration, play to WHS
- Increased Communication - email, text, etc - before, during & after
- App based - but scorecards too!

- FUN Golf - multiple formats, leagues, events
- The Full Tour Experience
- Golf is the output of a Golf Club - More Fun builds interest, community & loyalty!

Technology - Making It Easy For Club Managers

- Simplifies and Automates Processes / Increases Efficiency
- Replaces spreadsheets, word docs and other semi manual solutions
- Improves Output with Less work
- Cloud Based Efficiencies
- New Solutions to Problems - Old [tee bookings] & New [covid]
- Increases time to be forward facing with Members

Making The Change
Tips & Guidelines

Technology - Making The Change - Some Guidelines

- Ensure your Data is adequately protected and stored safely
- You own the data!
- Be clear on what suppliers can do with your data - particularly member data
- Avoid vendor lock in - annual renewals
- Insist your suppliers play well together
- Your ISV owns its IP - you are the user!

Technology - Change Considerations

- Leverage Member Knowledge - form an IT Committee
- Understand the ecosystem - develop a priority list of front and back end systems
- Develop a sense of how things fit together
- Think Cloud NOT desktop - little sense in server ownership today
- Read up [ask GCMA] on contracting IT products & services - level the playing field!
- Help board with member-owned tech - phone use tec. - culture v tradition
- Exploit data to better understand operations. Tech gives you the power to do so.

Technology Meets Tradition
- Conclusions

Technology - Conclusion

- Tech Providers / ISV's and Golf Club Managers have a collective responsibility to collaborate and deploy technology which enhances their customers / members golfing experience to help secure the future of this great game of golf.

Technology - Collaborate

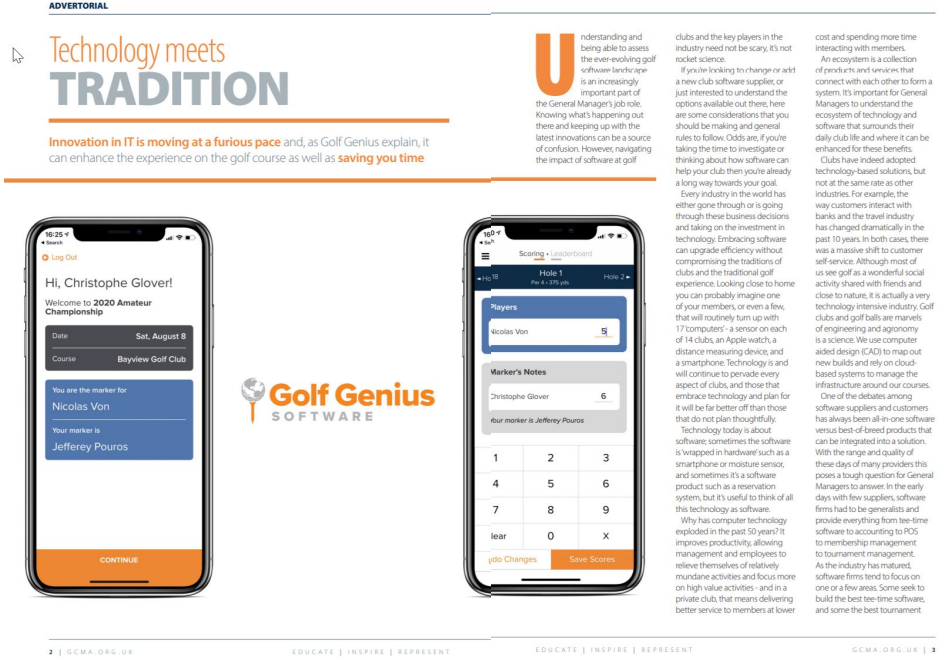
Tech Providers

- Listen!
- Develop Solutions
- Non Prescriptive
- Flexible
- Support! Support! Support!
- Make Change Easy
- Integrate - Customer is KING

Club Managers

- Embrace Need for Technology
- Balance New v Existing Member Needs
- Listen to ‘silent’ Majority
- Tech can meet Tradition
- Understand the Tech Ecosystem
- Change Mentality to Improve
- Ride The Storm - Get Support!

More Info - Golf Club Manager 07/21, Club Talk UK



ADVERTORIAL

Technology meets TRADITION

Innovation in IT is moving at a furious pace and, as Golf Genius explain, it can enhance the experience on the golf course as well as **saving you time**

Understanding and being able to assess the ever-evolving golf software landscape is an increasingly important part of the General Manager's job role. Knowing what's happening out there and keeping up with the latest innovations can be a source of confusion. However, navigating the impact of software at golf clubs and the key players in the industry need not be scary, it's not rocket science.

If you're looking to change or add a new club software supplier, or just interested to understand the options available out there, here are some considerations that you should be making and general rules to follow. Odds are, if you're taking the time to investigate or thinking about how software can help your club then you're already a long way towards your goal.

Every industry in the world has either gone through or is going through these business decisions and taking on the investment in technology. Embracing software can upgrade efficiency without compromising the traditions of clubs and the traditional golf experience. Looking close to home you can probably imagine one of your members, or even a few, that will routinely turn up with 17 computers' - a sensor on each of 14 clubs, an Apple watch, a distance measuring device, and a smartphone. Technology is and will continue to pervade every aspect of clubs, and those that embrace technology and plan for it will be far better off than those that do not plan thoughtfully.

Technology today is about software; sometimes the software is 'wrapped in hardware' such as a smartphone or moisture sensor, and sometimes it's a software product such as a reservation system, but it's useful to think of all this technology as software.

Why has computer technology exploded in the past 50 years? It improves productivity, allowing management and employees to relieve themselves of relatively mundane activities and focus more on high value activities - and in a private club, that means delivering better service to members at lower cost and spending more time interacting with members.

An ecosystem is a collection of products and services that connect with each other to form a system. It's important for General Managers to understand the ecosystem of technology and software that surrounds their daily club life and where it can be enhanced for these benefits.

Clubs have indeed adopted technology-based solutions, but not at the same rate as other industries. For example, the way customers interact with banks and the travel industry has changed dramatically in the past 10 years. In both cases, there was a massive shift to customer self-service. Although most of us see golf as a wonderful social activity shared with friends and close to nature, it is actually a very technology intensive industry. Golf clubs and golf balls are marvels of engineering and agronomy is a science. We use computer aided design (CAD) to map out new builds and rely on cloud-based systems to manage the infrastructure around our courses.

One of the debates among software suppliers and customers has always been all-in-one software versus best-of-breed products that can be integrated into a solution. With the range and quality of these days of many providers this poses a tough question for General Managers to answer. In the early days with few suppliers, software firms had to be generalists and provide everything from tee-time software to accounting to POS to membership management to tournament management. As the industry has matured, software firms tend to focus on one or a few areas. Some seek to build the best tee-time software, and some the best tournament

Leighton Walker • 1st
General Manager at CIRENCESTER GOLF CLUB LIMITED
1w • Edited •

The 3rd of our GCMA Insights on Golf Club Talk UK is out now. The focus for this episode is on technology and how it can help improve everyone's experience. Thanks Craig Higgs from GolfGenius, Robert Corcoran LISM from Revenue Club and Gavin Robinson of Golf Club Managers Association #technology #experience #forwardthinking

GCMA Insights on Golf Club Talk UK - Technology

traffic.libsyn.com • 1 min read

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