



TECHNOLOGY TRACK - Session 802
Wednesday, October 2nd
3:30 pm - 4:30 pm

How Technology Enhances Operations and the Golfer Experience to Increase Profits



TECHNOLOGY TRACK - Session 802
Wednesday, October 2nd
3:30 pm - 4:30 pm



JJ Keegan
JJ Keegan+



Colin Read
Whoosh

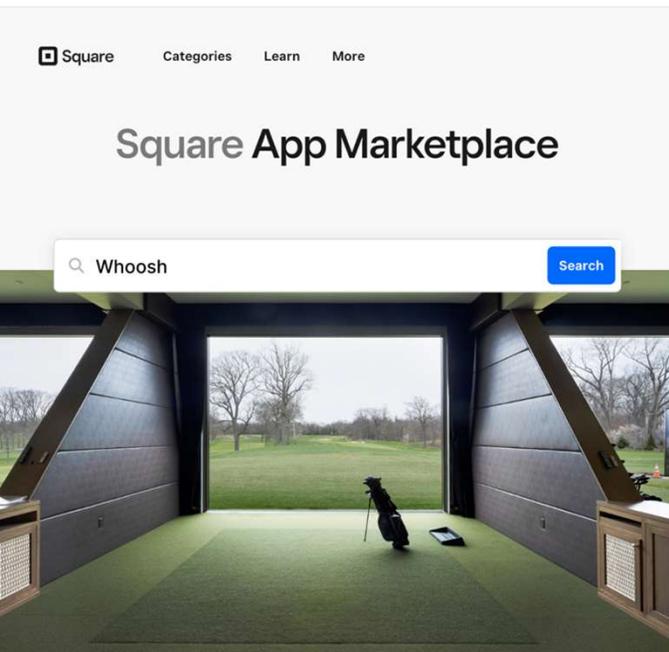


Ian Blunt
Inrange



Bodo Sieber
Tagmarshal

What's new with Whoosh?



Square Partnership



Series A



Full-Activity Management

What's new with Inrange®?

Concept Design &
Architectural Services

Feasibility & Financial
Consulting

Supplier Selection

Technology Integrations
& APIs (Enterprise)

Branding, Marketing &
Activation



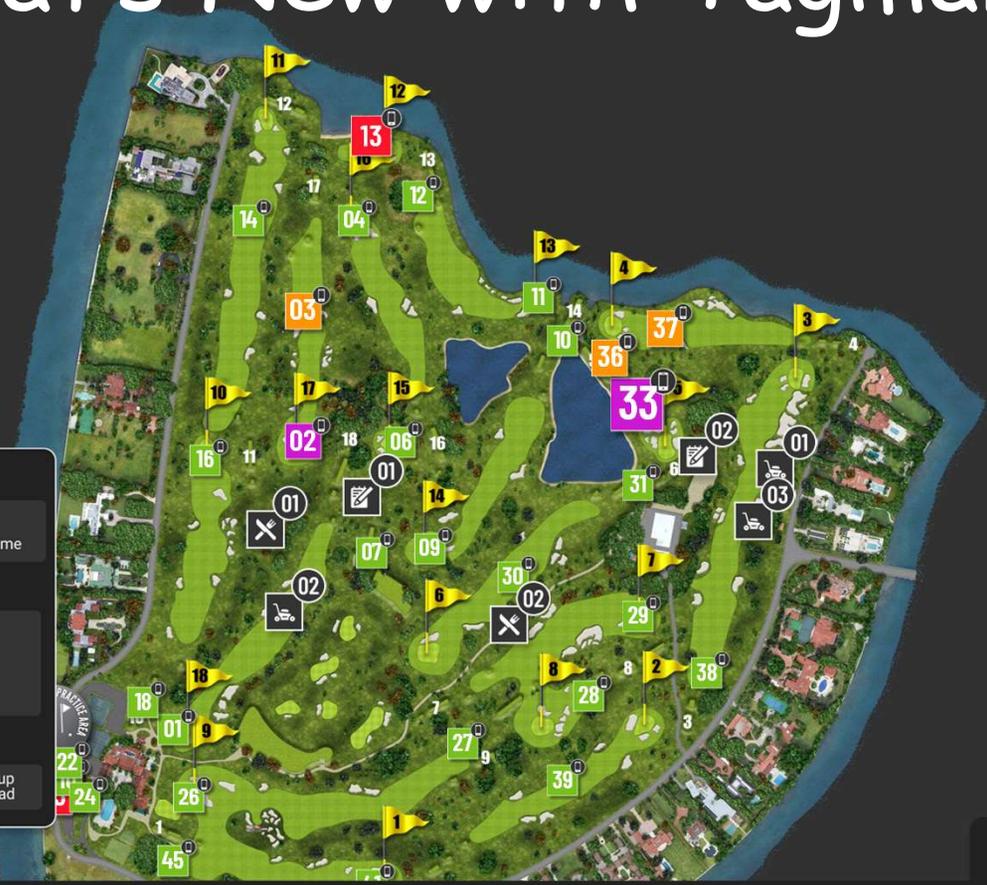
Inrange® Consulting is
flourishing

Building Next Gen ranges
with Inrange®



Intelligent practice
coming soon

What's New with Tagmarshal?



33 Round Information

+06 mins Delayer | **01:53** Round time

Players Assigned: Matthew Whitfield, Hubert Tierney, Jim Ferguson, Jacky Luna

Start Info: 07:25 am, Off Hole 1

Location: **33** Hole 5 Fairway | 12 mins | **31** Group ahead

33 DELAYER Group

34 **35**

-6 MINS

View Round

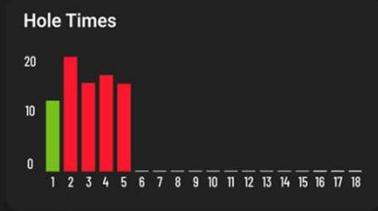
Round Information

Start Info: 7:25 am, Off Hole 1

Location: **33** Hole 5 Fairway | 14 mins | **31** Group Ahead

Time: Saturday Morning

01:12:35 Current | 04:57:35 Projected | 04:38:00 Goal



Players & Teetimes auto-assigned

07:25 Teetime

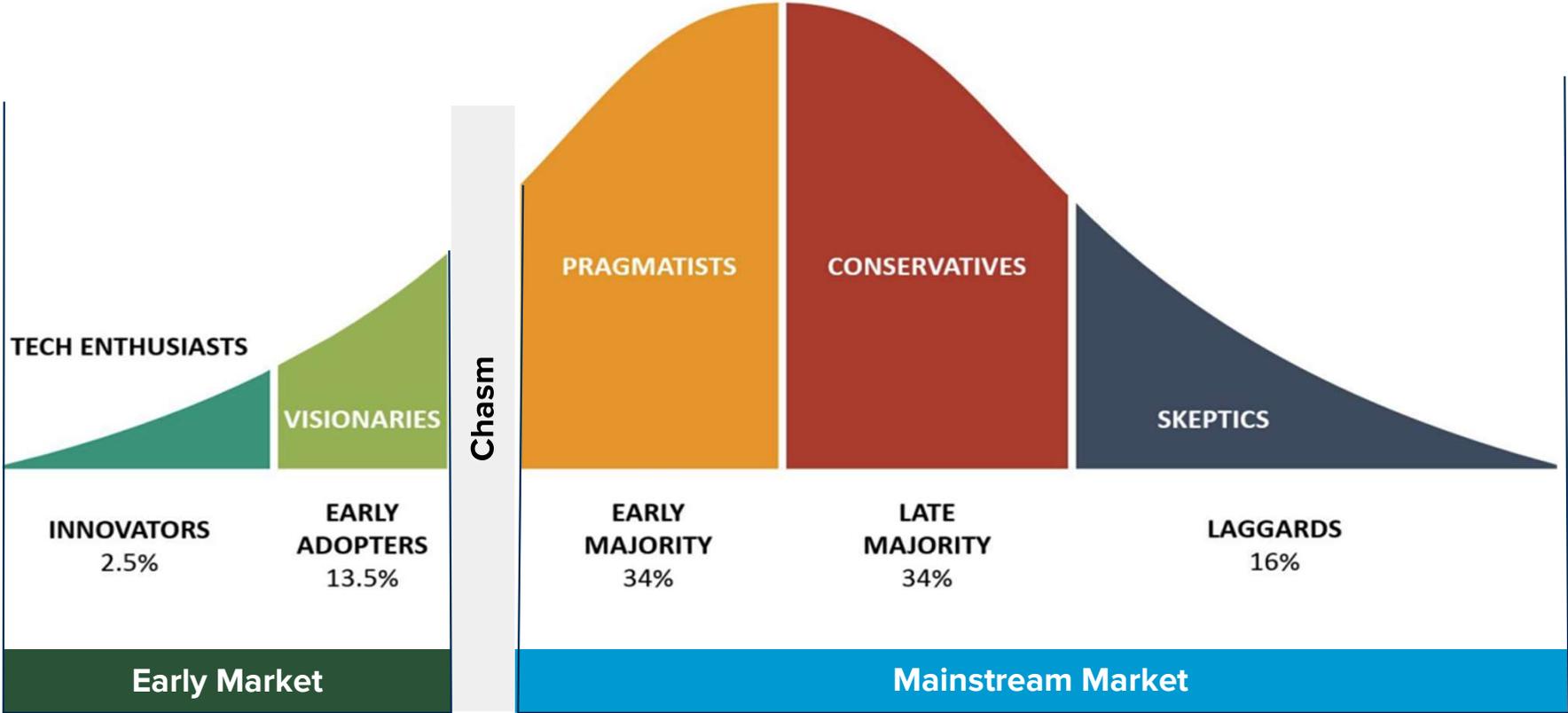
Matthew Whitfield, Hubert Tierney, Jim Ferguson, Jacky Luna

Remove Edit

GAP TIME MONITOR

Hole 1	Hole 2	Hole 3	Hole 4	Hole 5	Hole 6	Hole 7	Hole 8	Hole 9	Halfway	Hole 10	Hole 11	Hole 12	Hole 13	Hole 14	Hole 15
46	41			33	31				18	16					07
46	42	39		34	32				19	17					08
47	43	40		35					20						
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Where is the Golf Industry on this Curve?





The Golf Industry Are Latent Adopters – Just Pathetic

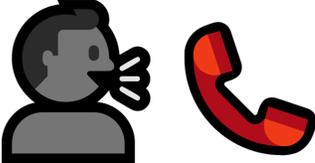
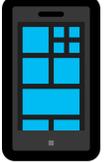
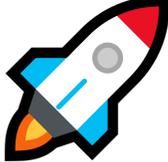
Branded Website	89.60%
Facebook Primary Marketing Vehicle	7.40%
No Web Presence	3.00%
Online Tee Time Reservations	64.60%
Golf Courses Using Computer Based Software	88.00%
Golf Courses Using Cash Register or Comparable	12.00%

Source: Apparation, September 2024

Why the Bottleneck?



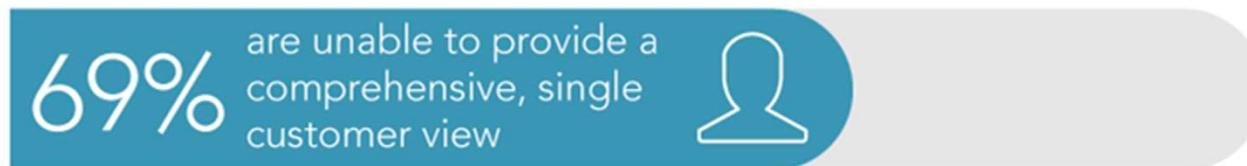
Why the Generation Gap Between Golf's Decision Makers and the Customer is Adversely Impacting Profits

Baby Boomers General Managers	Gen X Asst Managers	Gen Y Staff & Today's Golfer	Gen Z Today's Golfer
1945 to 1960	1961 to 1980	1981 to 1995	After 1995
 <p>Television</p>  <p>Face to Face, Telephone</p>	 <p>Personal Computers</p>  <p>Email</p>	 <p>Smartphones, Tablets</p>  <p>Online Messaging, Texting</p>	 <p>3D Printing, Driverless Cars</p>  <p>Social Media, Facetime/Zoom</p>



Why is data key?

Technology creates data that can be retrieved, manipulated and analyzed to make decisions.



* Big Data Insights and Opportunities, CompTIA

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

When multiple data sources are not connected data is compromised.

- Software should be regularly updated.
- Systems resistance to share information.
- Maintenance of data sources requires cross-functional participation.

Today's Tech Leaders Will Show You How to Cross the Chasm



Operate More Efficiently = Save Money Integrate Data System = Bolsters Hospitality

20+ hours
per week,
or \$16,600
per year

Every minute matters:

- Pen and paper tee sheet
- Manual data entry at close-out
- No central source of member information
- Caddie and cart assignments done by hand
- Tournament set-up by hand
- Radio communications



Shinnecock
#3 in US



Friar's Head
#13 in US



Somerset Hills
Country Club
#23 in US



The Honors Course
#28 in US



Ohoopee Match
Club
#32 in US



The Olympic
Club
#34 in US



The Alotian Club
#35 in US



Seabonack Golf
Club
#38 in US



Yeamans Hall Club
#48 in US

Incremental Revenue From Engagement



London (UK)

**Golf
numbers**

London (UK)

**\$500k
Additional
revenue**

London (UK)

**Bay vs
Bay rev.**

Utrecht
(Netherlands)

**+70%
In F&B
revenue**

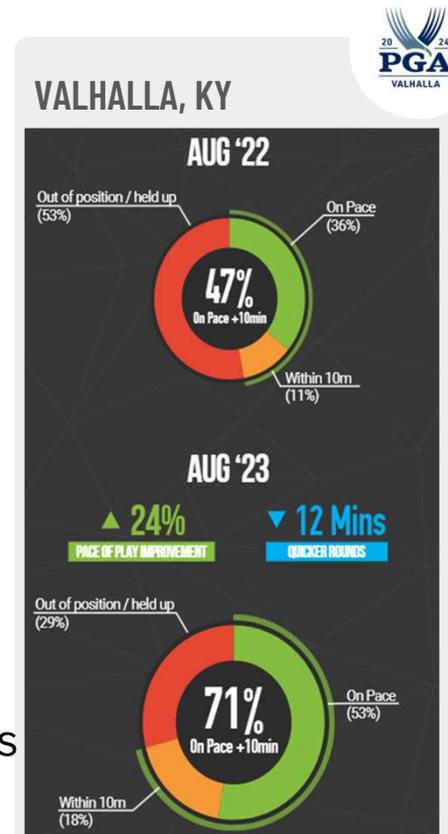
inrange

Optimizing Pace of Play to Boost Revenue



Built for ROI:

- Optimize your club's economic engine
- Enhance the Player Experience
- Improve Labor efficiencies through automation
- Optimize revenue
- WillowSprings: +\$500k Year 1
- FieldStone: +85% Green Fees 3 seasons





“How do I get started on Monday?”





“What is the #1 thing tech will do for my business?”



