

# Private Club TECHNOLOGY update

*Helping Private Clubs  
become educated technology  
consumers.*

Winter, 2017

## Private Club Technology Forecast...



*As we continue to work with private clubs across North America, here's what we see trending in the club technology arena:*

1. An increasing number of clubs are hosting their club management software (POS, accounting, reservations, etc.) in the Cloud. Admittedly there are pros and cons to Cloud hosting, but the trend is for greater adoption in coming years.
2. Most clubs now offer high speed wireless services to members and guests while they are onsite. The debate on whether this member amenity is worthwhile has ended, as the industry embraces a “full-coverage” approach to this valuable, yet relatively inexpensive technology.
3. The addition of a dedicated communications professional is becoming mainstream, with most clubs now employing at least a part-time pro focused on member communications (blast email, website, app, newsletter, social media, etc.). In the near-future a club without a communications professional will be the exception.
4. The mobilization of club websites is sweeping the industry. The discussion is no longer about whether to mobilize, but rather how to mobilize (mobile-friendly, mobile-optimized or responsive). Adoption of mobilization will be universal throughout the industry by 2020.
5. Club apps are gaining an industry foothold. A more member-friendly mobile portal to the club's online resources, apps are quickly increasing in popularity. But many pitfalls await those clubs that skip their due diligence as this “wild west” technology sweeps through the club industry.
6. Cyber security is on everyone's mind. Finally, the club industry is doing more than just talking about it. Clubs are starting to shore up their networks, monitor network activity, train their staffs to avoid hacking ploys and obtain cyber insurance. But the industry remains far

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### How to Subscribe

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### Services We Offer

The Boothe Group, LLC provides Independent, unbiased technology consulting services to the private club industry, including:

- Strategic IT Planning
- Software Selection
- Software Reengineering
- Online Technology Education
- Network Security Analysis
- Cyber Security Employee Training

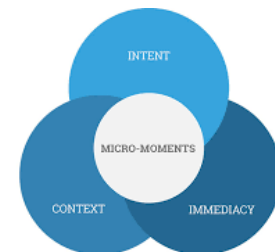
## 2017 Private Club Technology Forecast (continued)

behind most others with a dangerous “it won’t happen here” notion. A few high-profile breaches in the coming years will accelerate the industry’s adoption of what has become standard practice everywhere else.

7. Virtual Credit Cards (VCC’s) are slowly gaining prominence in club A/P departments. The many operational and financial benefits of VCC’s are becoming obvious to club management, as more clubs embrace this valuable technology. Look for VCC’s to become commonplace in clubs over the next two years.
8. Paperless A/P workflow and invoice processing, the holy grail of accountants in other industries for decades, is making its initial appearance in the club industry. This technology is slowly being embraced by the “early adopters” (larger clubs with substantial A/P volumes). Once clubs realize the benefits of a paperless operation, and that it can be paid for with the savings from VCC’s, the industry will jump on board.
9. A day doesn’t pass that at least 1,000 club GM’s, Boards, CFO’s etc. say “We really need better information to manage the club”. Well, the technology is already there at most clubs. But the expertise to extract the needed information? Not so much. Look for the BI focus to shift from analytical tools to staff expertise as clubs realize what’s actually missing.
10. Who knows... but we are sure to see new and exciting trends develop throughout 2017.

## Micro-Moments

One of the latest catch phrases circulating around mobile technology is micro-moments. Google describes them this way: “Thanks to mobile, micro-moments can happen anytime, anywhere. In those moments, consumers expect brands to address their needs with real-time relevance.” Simply put, micro-moments are those split-second time frames where consumers look for help in informing choices and making decisions.



Google lays out three essential strategies that can help win micro-moments:

1. **Be There.** Anticipate the micro-moments for users in your industry, and then commit to being there to help when those moments occur.
2. **Be Useful.** Be relevant to consumers’ needs in the moment and connect people to the answers they’re looking for.
3. **Be Quick.** Mobile users want to know, go, and buy swiftly. Their mobile experience has to be fast and frictionless.

So, what does this all have to do with private clubs? Simple, your members are your customers. If you follow Google’s three essential strategies, you will enhance the member experience. Here’s how:

- **Be there.** Offer a mobilized website that provides member value. Make sure members know about it. Create incentives to increase member usage. Make your mobile platform essential to your members’ lives.
- **Be Useful.** Target your communication to specific member interests and desires. Mine your club’s database to identify subsets of members that have specific needs/interests, and market directly to them with services that satisfy those needs.
- **Be Quick.** Make sure your mobile platform is frictionless (easy to use). Better yet, add a mobile app to offer an outstanding member experience.

## 2017 Private Club Mobile App Survey:



**Survey Background:** This survey was administered by The Boothe Group, LLC (TBG) under the supervision of Bill Boothe, President. TBG provides independent technology advice and consulting to private clubs throughout North America, and has no affiliations with any of the mobile app providers serving the private club industry. The survey was completed in February, 2017.

**Survey Participation:** A total of 19 club mobile app providers were requested to participate in the survey. 14 providers elected to participate. Those providers who elected not to participate are listed below the survey results.

**Survey Responses:** The information presented in the survey has been provided by the vendors offering the mobile apps. Although TBG has attempted to verify that the information provided is accurate, we cannot guarantee that to be true. In addition, there is wide variation between the vendors on the **usability** of each feature offered. The same feature can appear very differently on different apps, and may offer minimal, average or very robust capabilities. Plus, the overall **user experience** of each app varies. Some are extremely engaging and refined in their design, while others are less so. This all leads us to an important recommendation: If you are evaluating mobile apps for your club, **arrange for a thorough demonstration of each app under consideration**, to assure that you have a clear understanding of the depth and breadth of the features offered, as well as the overall user experience.

**Discussion:** As you scan through the survey results you will notice a wide range of responses reported. This is to be expected with a software application so new to the private club industry. Most of the apps included in the survey have been in existence for less than three years. As such, the app developers are working overtime to add features and functionality. Many of the 'N' answers will be a 'Y' in a short span of time. This is a fast-moving technology arena and we will see major advancements over the next 12-18 months.

**Club Management Software Apps vs. 3<sup>rd</sup> Party Apps:** Two types of apps are included in the survey results. The first type includes apps provided by club management software companies. In most cases these apps require the use of the vendor's website and/or club management product to make the app functional. Certain app features may be dependent upon the website to function properly. For example, reservations features (dining, events, tee times, etc.) may simply consist of links to the mobilized website solution from the vendor. Other features such as member account management, bill pay and access to the club's calendar of events are generally made accessible through website links. These features would be accessed through a single sign-on design so that the member would have no need to authenticate again to access them. In particular, features such as POS integration would most certainly require the use of the club management product.

The second type are apps provide by independent 3<sup>rd</sup> party software companies. While these apps are completely separate from any club management software solution, they can offer links to those products which allow for data to be passed back and forth. In particular, reservations, billing account management, member roster and other features **may be accessible** on these apps through the use of a single-sign on link to the club management software solution. However, such a link would need to be **authorized and supported by the club management vendor**. (Pay close attention to survey responses related to "linkable" features such as reservations, etc. for 3<sup>rd</sup> party providers, since a 'Y' answer in the survey results could mean that feature is provided through a link.)



## Mobile App Providers ->

No.	Feature/Function Description	Buz Software **	Clubessential**	Clubster/ClubTec**	CourseDriver	Dove Valley Golf	Expert Club Software**	EZlinks/IBS**	ForeTees	Jonas Club Software**	MyClubApp	Northstar Technologies**	OneClubNet	Pacesetter Technology	TAI Consulting**
1	Available on iOS.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Available on Android.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Club management website required to operate app.	N	Y	N	N	N	Y	N	Y	Y	N	Y	N	N	N
4	Generic labeling.	N	N	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	Y
5	White labeling (customized).	N	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
6	Custom site branding and graphics.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
7	Promotions/News - auto scroll or user swipe.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
8	Targeted push notifications.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
9	Beacon technology with member recognition display.	N	Y	N	Y	Y	N	Y	Y	N	N	Y	N	Y	N
10	Beacon technology with member location tracking.	N	Y	N	N	Y	N	Y	Y	N	N	Y	N	Y	N
11	Geo-fencing with auto messaging to members.	N	Y	N	Y	Y	N	Y	Y	N	N	Y	N	Y	N
12	Track/report on time spent on club property - by location.	N	N	N	N	Y	N	Y	N	N	N	Y	N	Y	N
13	Member profiles/roster with photos.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
14	Sync roster with club website and membership.	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
15	Call, text and email from member profiles.	Y	Y	Y	N	Y	Y	Y	Y/N	Y/N	Y	Y	Y	Y	Y
16	Staff directory with photos and contact information.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
17	Club calendar of events.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
18	Pull calendar of events from club website.	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	N
19	Tee time reservations.	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
20	Tee times sync with club POS to open checks.	N	Y	N	N	N	Y	Y	Y	Y	N	Y	N	Y	Y
21	Post handicap scores (GHIN).	N	Y	Y	N	Y	N	Y	Y	Y	N	N	Y	Y	N
22	Track and report on pace-of-play from beacons.	N	Y	N	N	N	N	Y	Y	Y	N	Y	N	Y	N
23	Court reservations.	N	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
24	Dining reservations.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
25	Dining reservations sync with club POS to open checks.	Y	Y	N	N	N	N	N	Y	Y	N	Y	N	Y	N
26	Event reservations.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
27	Event reservations sync with club accounting system.	Y	Y	N	N	N	N	Y	Y	Y	N	Y	N	Y	Y
28	Billing account access with check detail.	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
29	Member statement online bill pay.	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
30	Surveys/polls.	Y	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y
31	F&B order-ahead/to-go with member confirmation.	N	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y
32	F&B order-ahead/to-go with club POS integration.	N	Y	N	N	N	Y	N	Y	N	N	Y	N	N	Y
33	Valet request.	Y	N	Y	N	Y	N	Y	Y	Y	Y	N	N	Y	N
34	Instant member feedback - take photo and add note.	Y	N	Y	N	N	N	Y	Y	Y	N	Y	Y	Y	N
<b>Installation/Customer Information</b>															
	Total number of private club installations.	130	82	350+	2	13	42	N/A	287	65	N/A	32	80	35	N/A
	Note 1: ** = Companies that offer a suite of club management solutions.														
	Note 2: Y/N = No SMS available														
	Note 3: N/A = Information not available from the vendor.														
	The following companies that offer a mobile club app declined to participate in the survey: GoClubGolf, Golf Web Design, Group Valet, iMobileApp, and Talgrace Marketing and Media.														

## 2017 Private Club Mobile App Survey: Vendor Pricing

The pricing presented by the vendors is effective February, 2017 and is subject to change.



1. **Buz Software:** There is no cost for the app. It is included with the website solution from Buz.
2. **Clubessential:** \$4,500 up-front cost includes branded custom app and training; \$550 monthly cost; 5 beacon devices are included in this pricing.
3. **Clubster/ClubTec:** Less than 300 members = \$250 up-front cost includes a branded custom app and training and \$795 annual fee; 300-1,000 members = \$300 up-front cost and \$995 annual fee; Over 1,000 members = \$300 up-front cost and \$1,295 annual fee. These costs cover both the Clubster solution and the app.
4. **CourseDriver:** No up-front cost for a branded custom app and training; \$399 per month with a 24-month commitment; \$50 one-time fee for each beacon device.
5. **Dove Valley Golf:** Up-front cost starts at \$495 for a branded custom app and training; clubs choose the features they want which dictates pricing; \$1,600 annual cost. Beacons are not supported.
6. **Expert Club Software:** Declined to provide pricing information.
7. **ForeTees:** \$900 up-front cost includes a branded app and training; \$100 monthly cost for base features; Beacons have a \$200 set-up fee and a \$75 monthly fee; Beacons are \$50 each to purchase the equipment; Food Ordering/Take-Out has a \$200 set-up fee and a \$75 monthly fee.
8. **EZLinks/IBS:** Up-front cost starts at \$495 for a branded custom app and training; clubs choose the features they want which dictates pricing; \$1,600 annual cost. Beacons are purchased separately – no pricing provided.
9. **Jonas Club Software:** Up-front cost for club using Jonas mobilized website is \$2,000 plus an annual fee of \$1,300; Up-front cost for club not using Jonas mobilized website is \$2,750 plus an annual fee of \$1,900 (provides the club with the mobile site and the app).
10. **myClubapp:** Up-front cost of \$500-\$2,000; monthly cost is \$200-\$600. Beacons are not supported.
11. **Northstar Technologies:** Up-front cost of \$2,000 for white label site and TBD for custom site; monthly cost of \$250 for base features; monthly cost of \$250 for beacons (equipment purchased separately).
12. **OneClubNet:** Up-front cost of \$499 for a branded app and training; no monthly cost. Beacons are not supported.
13. **Pacesetter Technology:** Declined to provide pricing information.
14. **TAI Consulting:** Declined to provide pricing information.

## Quick Stats: Micro-Moments Revisited... What Your Members Are Doing

1. 68% of smart phone users say they check their phone within 15 minutes of waking up each morning.
2. Smart phone users spend an average of 177 minutes on their phones every day.
3. The average smart phone session is 1 minute and 10 seconds.
4. 82% of smart phone users say they consult their phones on purchases they are about to make in stores.
5. 91% of smart phone users turn to their phones for ideas when they are in the middle of a task.

(Statistics and content provided by Google in “Micro-Moments: Your Guide to Winning the Shift to Mobile”.)

## About Our Services... Cyber Security Employee Training

We offer a complete training curriculum that teaches your employees how to recognize and avoid cyber security plays. For more information, visit the website:

<https://privateclubs360.inteproiq.com/>



- All education is online.
- Comprehensive curriculum for staff, managers and Board members.
- Low cost per employee.
- Includes valuable tools such as a Risk Assessment Tool and a 64-page Information Security Policies document that you can tailor for your club.
- Courses are updated annually to stay current with new cyber security developments.