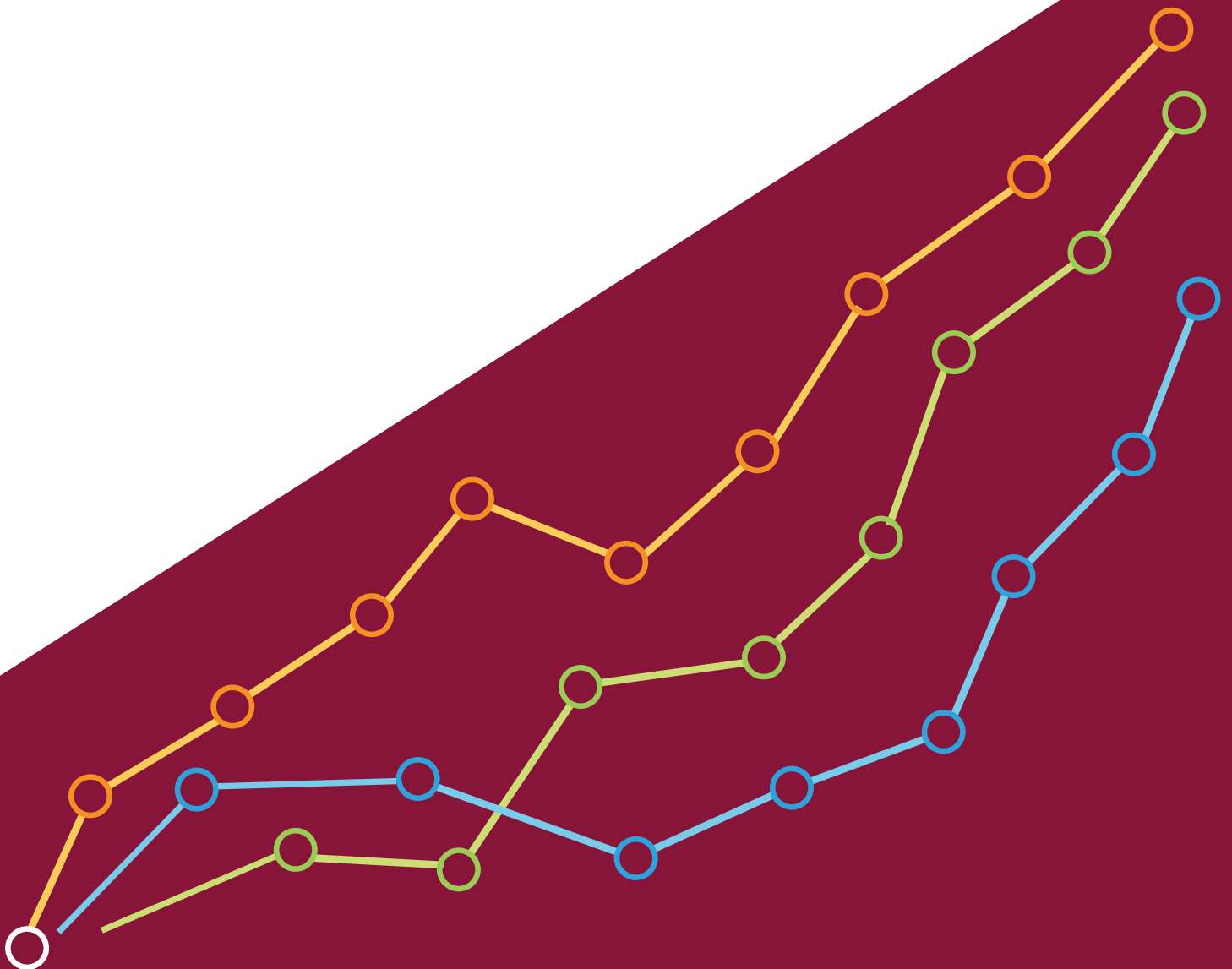




A Guide to Integrating Technology Solutions for Country Clubs



Technology Helps Boost Food & Beverage Revenue

Technology solves everyday problems

It's a mad, mad world out there. Technology is changing the way we do common things. Tech companies offer a solution for any problem that makes you roll your eyes in annoyance.

Need a ride?
Hail an Uber

Need lunch?
Order GrubHub

Need a tee time?
Try Golf Now

Clubs are rewriting their rulebooks

“The industry is changing in response to technology...
Clubs are adapting & evolving to better serve their members.”

Jeff Morgan, CMAA CEO

Food and Beverage professionals recognize that changing technology is impacting their industry. Even the most traditional country clubs are rewriting their rulebooks to allow phones and tablets at the table. As tech services continue to develop new ways to benefit business operations, the pressure to adapt is mounting. However, asking “Should I adapt?” leads to more questions:

Where can
the club improve?

Which services solve
the club's needs?

Does the service
intergrate easily?



We will help outline the steps to take when adopting new technology in private clubs

These questions are the tip of the iceberg. Uncorkd's ebook will guide the decision making process, answering questions about evaluating your club's needs, assessing tech solutions, and integrating new technology into your operations to successfully increase revenue and engage members. Whatever questions you have, we've got you covered.

Step 1: Understanding Cultural Shifts



Club Managers Are Adapting to Changing Membership Interests

During the recession, private clubs had to push through a turbulent economic period. However, the past 5 years marked a rebounding period for the club industry. Since 2010, national club membership has increased by 5%. New members have different lifestyles and hold diverse expectations of clubs. Interests have shifted from the golf course into new leisure areas.



Club dining is changing

As innovative restaurants become popular destinations, and restaurant patrons become more sophisticated, clubs must respond to ever-changing F&B trends. Dining services are becoming a critical feature for assessing a club's value.

Sophisticated dining patrons have given clubs a new area for revenue growth

Patrons want high-quality & healthy ingredients

Craft & local products replace old industry flagships

Diners want more information about what they consume



Technology opens up new ways to market club amenities

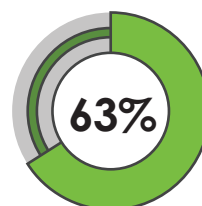
Member demographics are shifting. More importance is placed on family-friendly amenities and club's are creating new ways to attract new members and retain current members, like improved fitness centers and dining services. Websites are now necessary tools to keep members informed and involved with club society. The era of the online clubhouse is here.

Club members who think member dining services are very important

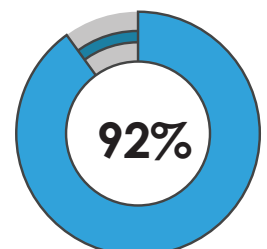
McMahon Club Industry National Survey



2001



2008



2015

Step 2: Identify Where Technology Can Help



Membership helps identify interests

Private clubs have limited clientele; your members are your only customers. Capped clientele can pose limitations for generating revenue in certain areas, but it can be advantageous when it comes to identifying your members' needs. Membership guarantees repeat visits, giving club managers the ability to identify the specific behaviors and interests of their client demographic.

There are great examples of club managers who have identified membership interest and brought on new technologies with much success. Tee time reservations through club portal systems allow members to easily reserve time on the golf course. Online scheduling creates opportunities to better increase revenue.

Advance-notice of tee times allows clubs to greet members with the proper amenities & services while on the course

Pro shop employees can focus on revenue building services like golf lessons & retail sales instead of handling course reservations

Seamless play causes members to return more often & spend money in other areas of the club



Amenities' popularity change

As club demographics and interests change, club amenities' popularity will fluctuate. Club dining rooms are becoming more vital as an amenity for members. Food and Beverage operations have become marquee features for club members.

One of the most crucial features of a high quality food and beverage program is customer service. Introducing new tech services like iPad menus and mobile POS systems can create an increased level of service that satisfies members.

Digital menus create engaging dining experiences, and help increase F&B revenue through increased check averages. Key areas impacted by digital menus are increased wine and beverage sales, which have higher profit margins for club.

Mobile POS systems allow for faster service. In a world where everyone is on the go, more efficient service makes happy members, that are more likely return for a meal.



Identify industry trends

Club managers must be aware of macro-level trends, which can predict changes in member interests. Clubs must find solutions to respond to trends faster.





National Restaurant Association 2015 What's Hot Culinary Forecast

Survey of American Culinary Federation

Alcoholic Beverages	Cocktails & Ingredients	Culinary Themes
1 Micro-distilled spirits	1 Onsite barrel-aged drinks	1 Environmental sustainability
2 Locally produced	2 Regional signature cocktails	2 Natural ingredients
3 New-make whiskey	3 Culinary cocktails	3 Hyper-local sourcing
4 Food-beer pairings	4 Food-cocktail pairings	4 Food waste reduction

National Restaurant Association 2015 Hottest Technology Trends in Restaurants

Survey of American Culinary Federation

- 29%  Tablet computers for menus, wine lists & ordering
- 26%  Smartphone & tablet apps for consumers
- 22%  Smartphone & tablet apps for chefs & restaurateurs
- 21%  Mobile or wireless payment options

Step 3: Research Technology Solutions

While tech-speak can be intimidating, it is crucial to take into account the technical details of any product you consider.



Is it truly user friendly?

Can anyone - your staff, managers, customers - fully understand it? Keep in mind the wide range of tech-savyness a potential product will interact with. Just because you think it is intuitive does not mean everyone else will think the same. If it is not easy to use, your users will be upset or not use it.



Is Wi-Fi required?

How does the product connect? What if the Wi-Fi fails? Is it hosted in the cloud? Any tech solution chosen should not bring business to a grinding halt if technical difficulties occur. Many, but not all, cloud-based solution store data locally so that you can continue operating even if you do lose your internet or network.



Where are the servers & data located?

Ask about the infrastructure used for the tech solution. Who is the server provider? What type of security is setup for access to the servers? Most reputable tech companies rent server or computing resources to operate their software. Popular providers include Amazon Web Services, Microsoft Azure and Google Cloud Computing.



Who manages the hardware?

If your solution involves any type of hardware, tablets, registers, or anything else. Who is responsible for managing them? Who is responsible for updating the software? Who monitors the tablets' security? Who is responsible for damaged inventory? The more the provider can manage the hardware for you, the easier operations will be.



How frequently is the service updated?

Software-as-service models give you flexibility

Technology continuously changes: bugs are fixed, new features develop, performance improves. You should know if the solution you are buying is updated frequently. Are they provided for free or do they expect you to pay more money for each upgrade?



What security measures exist?

Is my data backed up? Can it be restored if something happens?

Unfortunately, technical issues or user mistakes can occur. You and the provider need to be proactive to protect your data from loss. Make sure your data is backed up frequently to multiple separate locations and can be restored in the event of a data loss or if you accidentally delete something.

What sensitive information do they store?

They should be able to tell you what data is and isn't stored.

What type of encryption is used to protect sensitive information?

Any sensitive data, like passwords and credit card numbers, should be encrypted. At a minimum, passwords should be salted and hashed, making them difficult to crack.

Is SSL authentication within your software?

When on a secure website, SSL shows up as a padlock in the address bar. This ensures data is encrypted when sent over the internet. If SSL is not used, someone on your network could potentially view all transmitted data.



Technical wrap up

Many of the questions asked above are quite technical, don't worry. Simply sifting through a few of them with the technology vendor can help assess whether they take their product and your business seriously. Even if you are not tech savvy, you should still ask these type of questions; the last thing you want is your business to be impacted by unpredictable technology.

Step 4: Successfully Integrating Tech Services



Be excited, don't hide it

Highlight how staff members' daily tasks will be improved

It is important for leaders in the restaurant to sell the staff on the benefits of the new operating procedures. Show each staff member the value the service adds. Part of staff buy-in is observing that others are excited about the opportunities that come with a new service. When managers get excited about Uncorkd iPad beverage menus, then the rest of the staff follows in suit.



Training is everything

Training management is even more important. As staff looks to management for answers, it is essential that your management knows how to operate the platform. When management is comfortable with new technology, their excitement and confidence is contagious throughout the restaurant.



Keep updated

Technology providers always are improving their services. You should be aware of the changes your service provider is making; this ensures you are getting the best version of what you are using. When considering a company's services, ask about is their customer services. Most quality companies won't charge you for customer support and won't keep you waiting long.



Get the most out of the service

To get the most value out of your investment, you must put in effort into utilizing new technology in daily operations. If the proper efforts are not applied, there won't be a significant return. Before you subscribe to any new service, make sure you are aware of the amount of work and effort needed to operate it. Make sure it is worth your time before you invest.

Key Points for Success

When implementing new technology in your business, common goals include increasing operational efficiencies, creating competitive advantages and increasing revenue. To recap what was covered:



Understand Club Cultural Shifts

Understand cultural and demographic changes that affect your business. Be aware of what technologies your competitors are adopting.



Identify Where Technology Can Help

Identify the areas that can be improved by tech solutions. Think of areas that could be made more efficient, or potential areas to drive increases in revenue if changes were made.



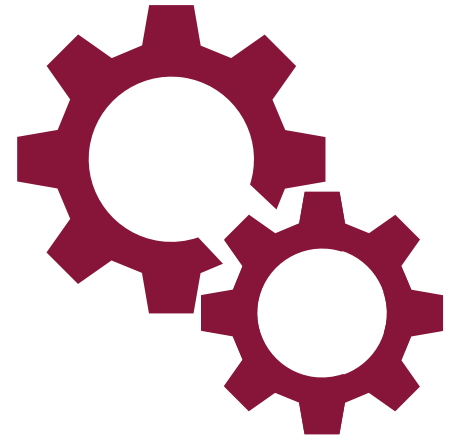
Research Tech Services

Research the services that are available in the market that meet your needs. Technology companies can be very specialized or offer broad services. Analyze the strengths and weaknesses of tech service software to see which product most aligns with your needs and how they differentiate from their competitors.



Integrate Services into Operations

Fully integrate services with operations. Full integration is necessary to experience full benefits. Staff buy-in is essential. Make sure your staff is properly trained, and see the benefits of the technology, so you can make the best use out of it.



About Uncorkd, Inc.

Founded in 2010, Uncorkd is the leader in digital wine and beverage menus. Our company was created with a vision to make wine and alcoholic beverages accessible and understandable by consumers, removing the intimidation or pretentiousness often associated with wine, spirits, beer and cocktails.

We accomplish this by providing innovative technology tools to restaurants to help them manage their programs and present drink information to customers that improves the dining experience.

We're passionate about the intersection of technology and hospitality and believe that with the right tools, restaurants can increase their sales and improve their efficiency, while satisfying more customers and focusing on their core competencies in food, beverage, service and overall hospitality.

For more information, contact us:

www.uncorkd.biz

sales@uncorkd.biz

773-683-1492

155 N. Michigan Avenue

Suite 621

Chicago, IL 60601