

Integration Middleware for IoT, SaaS and Enterprise Application Integration



TOPGOLF

Topgolf is a global sports entertainment community with 24 locations and projected to serve 8 million guests annually. Players hit golf balls containing computer microchips that track each shot's accuracy and distance while awarding points for hitting targets on the outfield. Each facility offers an upscale and playful experience, featuring an impressive food and beverage menu, music, games, climate-controlled hitting bays, and hundreds of HDTVs. Topgolf also brings fun, interactive experiences to the community through its Topgolf U lessons, leagues, tournaments, KidZone parties, as well as social and corporate events.

CHALLENGES

Before RoboMQ was involved, Topgolf's IT systems and services were not in great alignment with their business objectives.

The Topgolf sites would experience revenue loss from games, particularly during peak periods, due to the fact that all games played were not captured since they did not have an automated platform to monitor and record the activities. The company had manual processes in place for onboarding staff, scheduling large groups and events, planning food and beverage menus, and inventory management. Also, the Point-of-Sales (POS) System was standalone and not integrated into the enterprise.

During this period, Topgolf was rapidly expanding its community footprint and growing staff, so they started to review best-of-breed applications and systems that would enable them to stay ahead of the curve, and deliver the best experience possible to their guests.

SOLUTIONS

Topgolf required the following leading-edge Integration Services from RoboMQ in order to automate manual processes and optimize their IT environment.

- RoboMQ integrated the RFID based gaming system with the Focus POS and accounting applications. Before the integration project, the onus of making sure that the games were billed accurately was on the wait staff, and often during busy hours, a percentage of games played were not billed.
- RoboMQ integrated ADP HR & Payroll system with Active Directory and backend applications to create staff accounts and provide access privileges based on an employee's role in the company.
- RoboMQ integrated Focus POS system with the accounting and payroll system in order to provide better control on the cost of labor at individual restaurant locations.

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- Robomq integrated the MerchantLink credit card processor from Chase with the data warehouse. Near real-time integration captures credit card processing events as they happen, to build business intelligence and revenue assurance that can be made available throughout the enterprise.

BENEFITS

Andrew Macaulay, CIO of Topgolf, said, "RoboMQ has enabled us to get our business critical information at the right time, and at the right place, without any manual intervention. Needless to say, their services have had a significant impact on the ability to optimize and transform our business so we are ultimately able to leverage leading edge technology to deliver great value and services to all of our Topgolf guests, as well as our own employees."

The benefits of implementing robomq services have been numerous so far.

- The integration of the gaming system with POS helps to make certain that all of the games are tracked and revenues are not lost. Instead of worrying about game tracking, the wait staff is better able to focus on their clients in order to help make certain that their Topgolf experience is the best experience possible.
- By integrating ADP with Active Directory, we estimate a savings upward of \$500,000 a year due to removing the costly and tedious manual ticket processing and data entry by system administrators in such a dynamic and fast growing company.
- The integration of POS with accounting and payroll has provided for accurate and timely payroll processing, reduced costs, improved employee satisfaction and regulatory compliance.
- By integrating CC processing with their Data Warehouse, Topgolf is able to avoid having to run separate, and potentially problematic ETL instances, since the data is captured up front and recorded on the back-end at the time of the transaction.