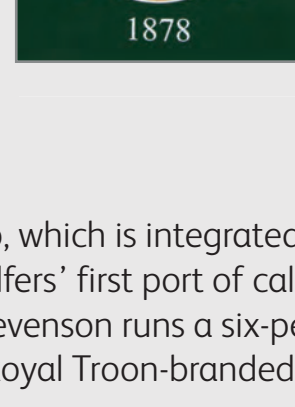




"SkyTrak is the best-value golf product on the market – in any category."

Kieron Stevenson, Head Professional,
Royal Troon Golf Club



BACKGROUND

Historic Royal Troon, near Ayr in west Scotland, is one of the leading golf clubs in the world. Founded in 1878, it is a nine-time host of The Open Championship, most recently in 2016, when Henrik Stenson claimed his first Major. The Old Course at Royal Troon is one of the most demanding on the Open rota, and frequently features in lists of the leading golf courses in the world. Its 8th hole – the 123-yard 'Postage Stamp' – is among the world's most famous Par Threes, and is the shortest hole on an Open Championship golf course.

The club has a good-sized and loyal membership, and also offers a warm welcome to visitors who arrive from all over the world to play there. In 2006 many members joined Tour golfer Colin Montgomerie as he performed a ceremonial reopening of the Royal Troon clubhouse, after comprehensive refurbishment work had been completed.

The spacious pro shop, which is integrated with the Clubhouse, is most golfers' first port of call. Head Professional Kieron Stevenson runs a six-person retail and coaching team, with Royal Troon-branded merchandise much in demand.

Stevenson, who has been at Royal Troon since 2008, qualified as a PGA Professional at Trump Turnberry after two spells at Oakmont Country Club in the USA. He came to Royal Troon after further spells at Gleneagles, Old Thorns and Murrayfield.

With 90% of golf lessons at Royal Troon being booked by members, in 2016 Stevenson and his team received the go-ahead from the club to create an indoor swing room which would offer a valuable new service for the club's members.

THE BUSINESS OPPORTUNITY

Royal Troon has a superb 350-yard driving range – a world-class practice facility fit for the Open Championship.

To complement the club's outdoor practice facilities, in late summer 2016 Kieron Stevenson presented a proposal to the Royal Troon Committee and Club Captain to convert part of the club's Pro Shop into an advanced indoor golf swing studio.

The proposal showed how having an indoor studio would enable the club's staff to make better use of modern launch monitor technology – which can be affected by wind and rain in an outdoor setting – in both coaching and equipment testing scenarios.

"With our members primarily in mind, our three functionality goals were better coaching, fast and accurate custom-fitting, and entertaining golf simulator facilities."

Kieron Stevenson

The intention was also to reduce the inconvenience of postponed golf lessons, and also to speed up the decision-making process for members who were thinking of buying new golf equipment.

There was a good space available in the very spacious pro shop.

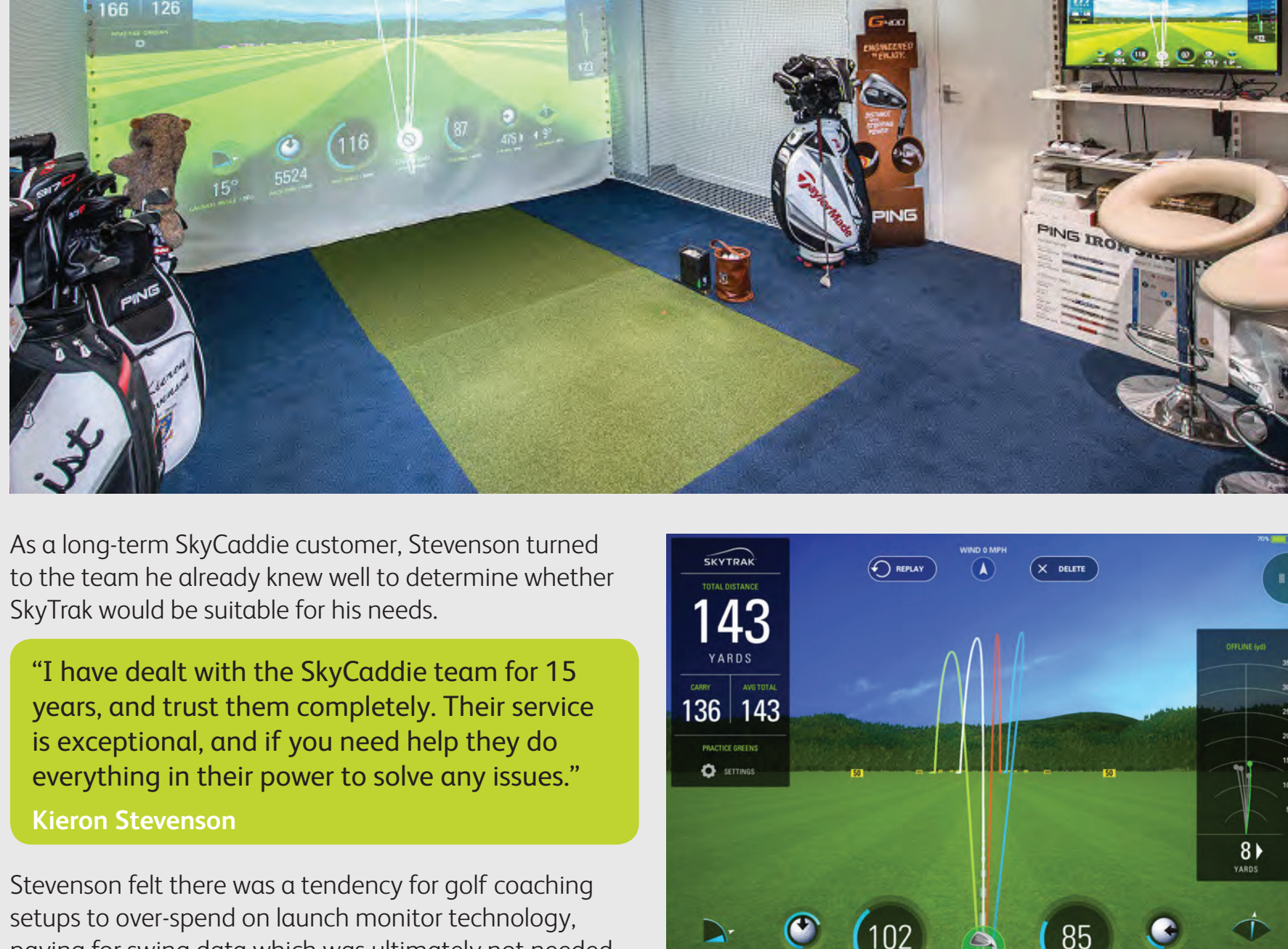
"Our pro shop was already very large, compared to most, and we felt that using some of the available space would not seriously impact on our retail or customer service."

Kieron Stevenson

Following a good response to his presentation, Stevenson started to visit other golf clubs & golf studios to look at their setups, asking each the same question - if you could do it over again, what would you do differently?



THE SKYTRAK SOLUTION

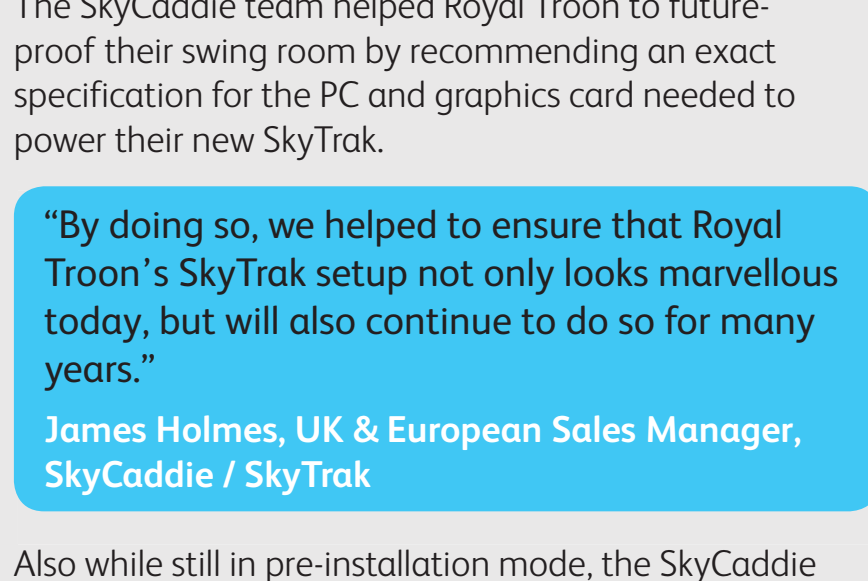


As a long-term SkyCaddie customer, Stevenson turned to the team he already knew well to determine whether SkyTrak would be suitable for his needs.

"I have dealt with the SkyCaddie team for 15 years, and trust them completely. Their service is exceptional, and if you need help they do everything in their power to solve any issues."

Kieron Stevenson

Stevenson felt there was a tendency for golf coaching setups to over-spend on launch monitor technology, paying for swing data which was ultimately not needed. By investing in SkyTrak, he also had the budget to ensure that his screen and swing room fitting specifications were of the highest quality.



The SkyCaddie team helped Royal Troon to future-proof their swing room by recommending an exact specification for the PC and graphics card needed to power their new SkyTrak.

"By doing so, we helped to ensure that Royal Troon's SkyTrak setup not only looks marvellous today, but will also continue to do so for many years."

James Holmes, UK & European Sales Manager,
SkyCaddie / SkyTrak

Also while still in pre-installation mode, the SkyCaddie team gave ongoing technical advice down to the finest details, even including the ideal type of cabling to use. Royal Troon had a specific 'SkyTrak guru', based in the UK, who they could call upon at any time for tips and solutions as regards the ideal installation.

"Buying the SkyTrak was dead simple – and incredibly inexpensive. The installation advice, training and subsequent after-sales support were all first class."

Kieron Stevenson

Work began in March 2017, and by the end of April the club had created an enclosed 6.2m by 4.2m space at the end of the pro shop, with a 3m high ceiling.

In selecting their launch monitor, Royal Troon felt that there was a danger that golfers can sometimes be overwhelmed with information, and that SkyTrak provides the key information needed for a successful lesson or fitting. Indeed, all that really mattered was accuracy.

"All of the top launch monitors – including SkyTrak – are basically accurate. With the money we saved by buying a SkyTrak, we were able to invest in a high-quality surrounding setup."

Kieron Stevenson

Along with the SkyTrak, Royal Troon – which is currently talking to TruGolf about adding its Old Course to the E6 simulator options – went for TruGolf's 15-course E6 Golf Standard Course Pack, including Gleneagles, The Belfry, Banff Springs, Harbour Town, Pinehurst #2, Bethpage Black and several other courses.

"With E6 Golf running through a SkyTrak our members can simply just book their time and play with no fear of confusion. It is so easy to use, and the graphics are simply the best available."

Kieron Stevenson

SkyCaddie had no hesitation in recommending E6 Golf for the Royal Troon swing room, as the software is very easy to use and even first-time users can be left on their own to play golf without experiencing any issues.

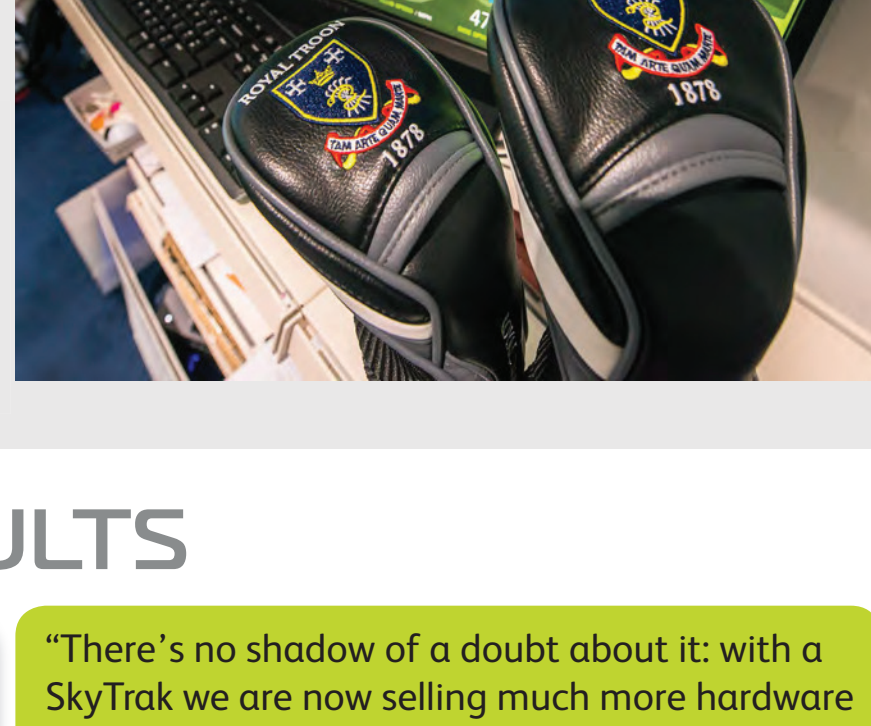
"E6 Golf looks great, feels realistic, and works superbly on SkyTrak."

James Holmes

SkyTrak's accuracy and E6 Golf's market-leading putting and short game simulation was another clincher for Stevenson, who was looking for a way for his members to play golf right into the hole, especially on bad weather days.

"We wanted a solution which gave us incredibly accurate putting on the simulation side. SkyTrak produces accuracy all the way to the hole!"

Kieron Stevenson



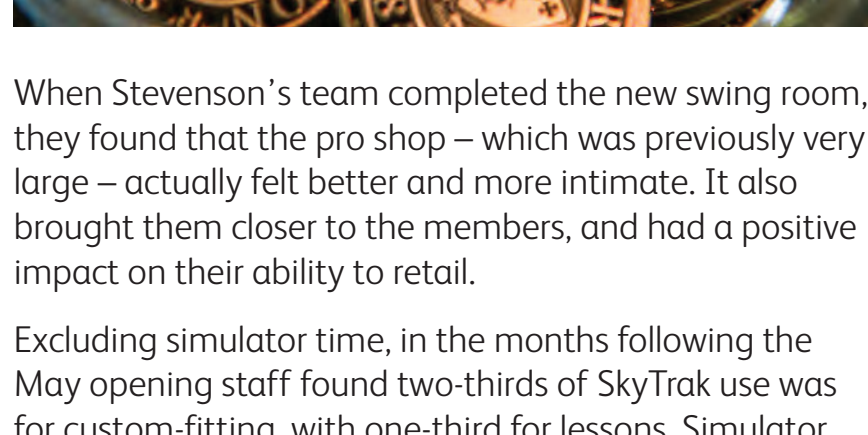
POST-LAUNCH RESULTS

"Adding a SkyTrak swing room is the most positive change we've made to our business in the last ten years. Our coaching and equipment sales revenues at Royal Troon are set to explode: every single indoor lesson and fitting session now involves SkyTrak."

Kieron Stevenson

"There's no shadow of a doubt about it: with a SkyTrak we are now selling much more hardware in the pro shop. It enables us to demonstrate that a new club is performing better than an old club. With SkyTrak, our speed of progress from enquiry to decision in a custom-fitting scenario is virtually instantaneous."

Kieron Stevenson



When Stevenson's team completed the new swing room, they found that the pro shop – which was previously very large – actually felt better and more intimate. It also brought them closer to the members, and had a positive impact on their ability to retail.

Excluding simulator time, in the months following the May opening staff found two-thirds of SkyTrak use was for custom-fitting, with one-third for lessons. Simulator use is eventually expected to account for 50% of total SkyTrak use, because of the west coast winter weather, but initially Royal Troon has an instant improvement in its fitting and coaching.

"Pre-SkyTrak we did maybe one custom-fitting session per month, but post-SkyTrak we now have a custom-fitting roughly every other day, and equipment sales have soared at Royal Troon as a result."

Kieron Stevenson

Although a year-on-year equipment sales comparison will not be possible until May 2018, Stevenson is emphatic about the effect SkyTrak has had in its first few months.

Along with speed, Royal Troon's retail team have also found that their customers now have more trust that they are putting the exact right club into their hands. Whether in a coaching or custom-fitting scenario, SkyTrak is giving Royal Troon's customers the crucial data set, delivered accurately.

"SkyTrak gives you a crucial additional trust factor when selling golf equipment."

Kieron Stevenson

The SkyTrak effect on the club's coaching revenue is even more remarkable, with a clear cash benefit given that the club's teaching staff can now give comprehensive golf lessons indoors.

"Since we opened the SkyTrak swing room we haven't had a single golf lesson postponed because of bad weather."

Kieron Stevenson



At Royal Troon SkyTrak effectively paid for itself within three months in additional revenue. The club now uses it daily for both teaching and custom-fitting, and expects golf simulator usage to rise rapidly as the nights grow dark and temperatures fall.



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