

SRGA Bulletin

December 28, 2016



Please take a moment to review the important information below and please share it with SRGA staff and colleagues as appropriate. If you have any questions, please contact your GGS Account Manager.

Summary

- Product names will be changed to USGA TM Club, USGA TM Club Premium, USGA TM Association ahead of Jan-3 rollout.
- The premium onboarding fee (\$300) will be waived through March 31, 2017 to ensure that SRGAs have time to plan and communicate this to member clubs and to provide an incentive to clubs who upgrade in 2017 Q1.
- Standard upgrade pricing (\$2500/yr for facilities up to 27 holes) has now been expanded (\$2500/yr for facilities up to 36 holes).
- USGA TM terms of use will be deployed on Fri Dec-30. At that point, all users (SRGA staff and club officials) will be required to review/accept the terms of use upon their next login.
- Member clubs will be loaded by Jan-3 (for any SRGAs who have completed the training requirements and submitted a comprehensive list of member clubs).
- As a reminder, existing GGS customers will be migrated to USGA TM upon their next renewal date. GGS will continue to provide Level 1 support for a period of time. Revenue share payments will begin when Level 1 support is transitioned to the SRGA.
- Upgrades from USGA TM Club to USGA TM Club Premium will be a manual process initially.

Details

1. Changes to product naming

Going forward, we will use the following names for the USGA Tournament Management family of products. These names are intended to more clearly identify and differentiate the products. These names will be rolled out shortly before Jan-3.



2. Premium onboarding fee

In addition to the annual subscription cost for USGA TM Club Premium, a club will also pay GGS a one-time Premium Onboarding Fee of \$300 which covers:

- GGS training on Club Premium features
- GGS services required to integrate USGA TM Club Premium with other club systems (e.g. roster sync with club back office system, SSO integration with club website, etc)

This ensures that the club will get the most benefits out of the Club Premium features and will thereby increase the likelihood that the club will remain on the Club Premium product when they renew each year, which is beneficial to GGS and the SRGA. The premium onboarding fee will be included in the 20% SRGA revenue share.

To the extent that SRGAs were not fully aware of this information until recently, the **premium onboarding fee (\$300) will be waived through March 31, 2017** to ensure that SRGAs have time to plan and communicate this to member clubs and to provide an incentive to clubs who upgrade in 2017 Q1.

Please note that other club system providers may require additional integration costs in some cases.

3. Standard pricing for 36-hole facilities

We've adjusted our pricing for clubs upgrading to USGA TM Club Premium as follows:

- Facilities up to **36 holes**
 - o \$2500/yr
 - o Reflects \$600 discount relative to retail cost
- Facilities with more than **36 holes**
 - o Quoted individually
 - o Takes size of facility and \$600 discount into account

Previously, this pricing was capped at 27 holes but we recognize that 36-hole facilities are fairly common so we've decided to extend the baseline price to 36 holes.

4. Terms of use

We've finalized the terms of use for USGA TM products. These will be deployed shortly before Jan-3. At that point, each USGA TM user will be required to review and accept the terms of use upon their next login.

The terms of use cover club usage (USGA TM Club and USGA TM Club Premium) and SRGA usage (USGA TM Association) as well as SRGA access to club instances for the purpose of providing support.

5. Loading of club list

For any SRGAs who have completed required training and submitted their comprehensive club list, your list of member clubs (excluding any clubs who are already GGS customers) will be loaded by Jan-3. These clubs will be set to inactive and you will activate these clubs based on your own rollout schedule.

For any SRGAs who have completed required training and submitted their comprehensive club list by Jan-15, your list of member clubs (excluding any clubs who are already GGS customers) will be loaded by Feb-1.

This process will be repeated monthly for any remaining SRGAs.

6. Migrating existing GGS customers to USGA TM

Existing GGS customers will remain on the Golf Genius branded product (with direct support from GGS) until their next annual renewal date. At that point, they will be switched to USGA Tournament Management. The premium onboarding fee does not apply to these clubs.

To give SRGAs time to learn the product before assuming support responsibility for these clubs, GGS will continue to provide Level 1 support to transitioned clubs for 4 months from the loading of the SRGA club list. For example, if an SRGA club list is loaded in the first wave (January 2017) and a member club (existing GGS customer) renews in February, the club will start using USGA Tournament Management in February and they will receive Level 1 support from GGS through April 2017 (4 months from the loading of the SRGA's club list).

GGS will send a letter and invoice to these clubs as their renewal date approaches. The letter will explain how the club is affected and what they can expect. Before sending this letter, we will contact each SRGA to share the letter along with the list of clubs receiving it.

Please note that payment of revenue share for these clubs (existing GGS customers) will begin after Level 1 support is transitioned to the SRGA.

7. Upgrading from USGA TM Club to USGA TM Club Premium

While it is our plan to provide a "one click upgrade" facility through the USGA TM Club product, this is not yet in place. In the interim, upgrades will be processed manually by GGS staff. To initiate the upgrade process for a club, please contact your GGS Account Manager.