Topgolf Gold Coast: Using Powerful BI to Create a One-of-a-Kind Golf and Party Experience

If you love fun, food, drinks, and golf, you’ll love Topgolf. And you’re not alone. Started in the United States and the United Kingdom, the brand is growing globally and has moved to Australia. Topgolf Gold Coast was created as a joint venture between Topgolf International Inc. and Village Roadshow Limited. But when a last-minute issue with business intelligence (BI) systems threatened to delay the venue opening, the in-house IT team needed a new solution – fast. Luckily, SAP was there to help.
Gaining the Insight to Keep Guests Coming Back with SAP® Solutions

Before: Challenges and Opportunities
- Find a business intelligence (BI) solution to meet global and Australian-specific requirements
- Extract data from the SAP® ERP application and five other non-SAP systems
- Deliver the project in less than a month

Why SAP
- SAP HANA® business data platform to optimize queries and data storage
- SAP Analytics Cloud solution for use in dashboard reporting on any iOS device
- SAP BusinessObjects™ Web Intelligence® software to send reports to a large audience
- SAP Data Services software and SAP Business Warehouse (SAP BW) powered by SAP HANA to provide critical information in near-realtime

After: Value-Driven Results
- 360-degree, anytime, anywhere view of the business
- Instant collection, analysis, and transmission of customer feedback, helping managers better serve customers and improve guest loyalty
- Detailed labor spend reporting and cost and trend analysis
- US$46,710 in savings with SAP – **roughly 50% of the price quoted by other vendors**

“Our SAP solution gives us **total BI** – from real-time metrics to in-depth analysis. It helped us optimize operations. Now, it’s fully embedded in how we work and a key tool for intelligent decision-making.”

Kirk Edwards, CEO, Topgolf Gold Coast

15% Reduction in labor costs*

23% Increase in Net Promoter Score*

*Over the first six months of operation
Opening a New Topgolf Location in Australia

When you’re looking to have fun with family and friends, “Topgolf is everyone’s game.” A unique entertainment experience, Topgolf is the perfect venue for any sized party, offering golf games for all ages, private rooms, a stocked bar, great food, music, and more.

Located in Queensland, Australia, Topgolf Gold Coast is a joint venture between Topgolf International Inc. and Village Roadshow Limited. A massive US$25.15 million project, the venue features three levels of entertainment, including Topgolf’s signature golf games using microchipped balls and target sensors to give players immediate scores right at their hitting bay.

A new BI solution needed – fast
From games to the back office, business intelligence (BI) is fundamental to Topgolf operations. When planning for Topgolf Gold Coast, the company preselected an analytics solution used in the United States. But this solution was unable to meet Australian requirements. With opening day fast approaching, the clock was ticking to find another option.

In less than a month, the project team from Village Roadshow needed to deliver a 360-degree, real-time view of the business. This included real-time, mobile point-of-sale reporting; detailed labor, spend, and cost-of-goods-sold analytics; and instant customer experience reports. The solution also had to extract data from the SAP® ERP application and five other non-SAP systems. Finally, it had to be compatible with financial reporting formats used by other Village Roadshow divisions.
Delivering a **Total BI Solution** in Less Than a Month

Topgolf Gold Coast had just three weeks to build, test, and go live with a new solution that could pull data from across its systems and report to operations, sales and marketing, food and beverage, finance, and executives around the globe. The pressure was on CEO Kirk Edwards to make a decision fast.

“We get roughly 1,400 visitors a day, at about $39.50 spend per visitor. Any delay meant $55,300 per day in lost sales,” explains Edwards. “SAP offered a comprehensive set of tools that met all our needs. Plus, we could deliver the project quickly and in-house – helping keep costs low.”

### Near-real-time reporting

The new hybrid solution was built using the SAP HANA® business data platform, on-premise SAP® Business Warehouse (SAP BW) powered by SAP HANA, the SAP Analytics Cloud solution, SAP Data Services software, and SAP BusinessObjects™ BI solutions.*

SAP HANA fully optimizes loading, query runtimes, and data storage through the in-memory columnar database. SAP Analytics Cloud and a mobile app for iOS send secure, on- and offline dashboard reports to any iOS device. SAP BusinessObjects Web Intelligence® software and a BI launchpad user portal directly broadcast preformatted reports to a large audience, including executives in the United States and the United Kingdom. Robust hourly loading mechanisms in both SAP Data Services and SAP BW provide near-real-time results and alerts for business-critical information. Lean data modeling and cleansing and rapid configuration in SAP BW also streamline data flow.

*See appendix for a graphic representation of the SAP software architecture at Topgolf Gold Coast.
Gaining the Insight to Drive an Exceptional Guest Experience

Topgolf Gold Coast has been open for less than a year, and already its new BI solution is a hole in one. Executives have a 360-degree, anytime, anywhere view of the business, helping them streamline operations and lower costs.

**Instant customer feedback**
Customer feedback is key to a great experience. So, when players finish a game, they get a survey. That data is immediately collected and analyzed, then it is sent to the relevant line of business, helping managers better serve guests and improve loyalty. If there is an issue with the food, the kitchen knows about it right away. If there is a problem with service or wait times, staff can immediately issue vouchers for free games.

The 23% improvement in its Net Promoter Score over the first six months shows that guests appreciate Topgolf going the extra mile.

**Lower costs**
At Topgolf, labor is the highest cost line. Since opening, the Topgolf Gold Coast has reduced labor costs by 15% without impacting guest experience, thanks to:
- Detailed labor spend reporting, from the kitchen to the front office
- Cost and trend analysis to optimize personnel and processes
- Ability to implement changes in weeks

The IT team is also benefitting. It realized $46,710 in savings with SAP solutions – roughly 50% of the price quoted by other vendors. The self-service capabilities of SAP Analytics Cloud also make it easier for users to generate new reports, freeing up time for IT to stay focused on innovating new, exciting, and convenient digital experiences.
SAP Software Landscape Architecture at Topgolf Gold Coast

SAP HANA optimizes query runtimes and data storage. SAP Analytics Cloud provides dashboard reporting. SAP BusinessObjects Web Intelligence broadcasts reports on a user portal. Meanwhile, SAP Data Services and SAP BW provide near-real-time results and alerts for critical information. SAP BW also enables lean data modeling and cleansing and rapid configuration to streamline data flow.