Unified Suite™

- Consistent Architecture
- White Glove Support
- Award Winning Design
- Single Version Agility
- Synchronized Data
- Broad Coverage
- Engineered Synergy

CLUBESSENTIAL
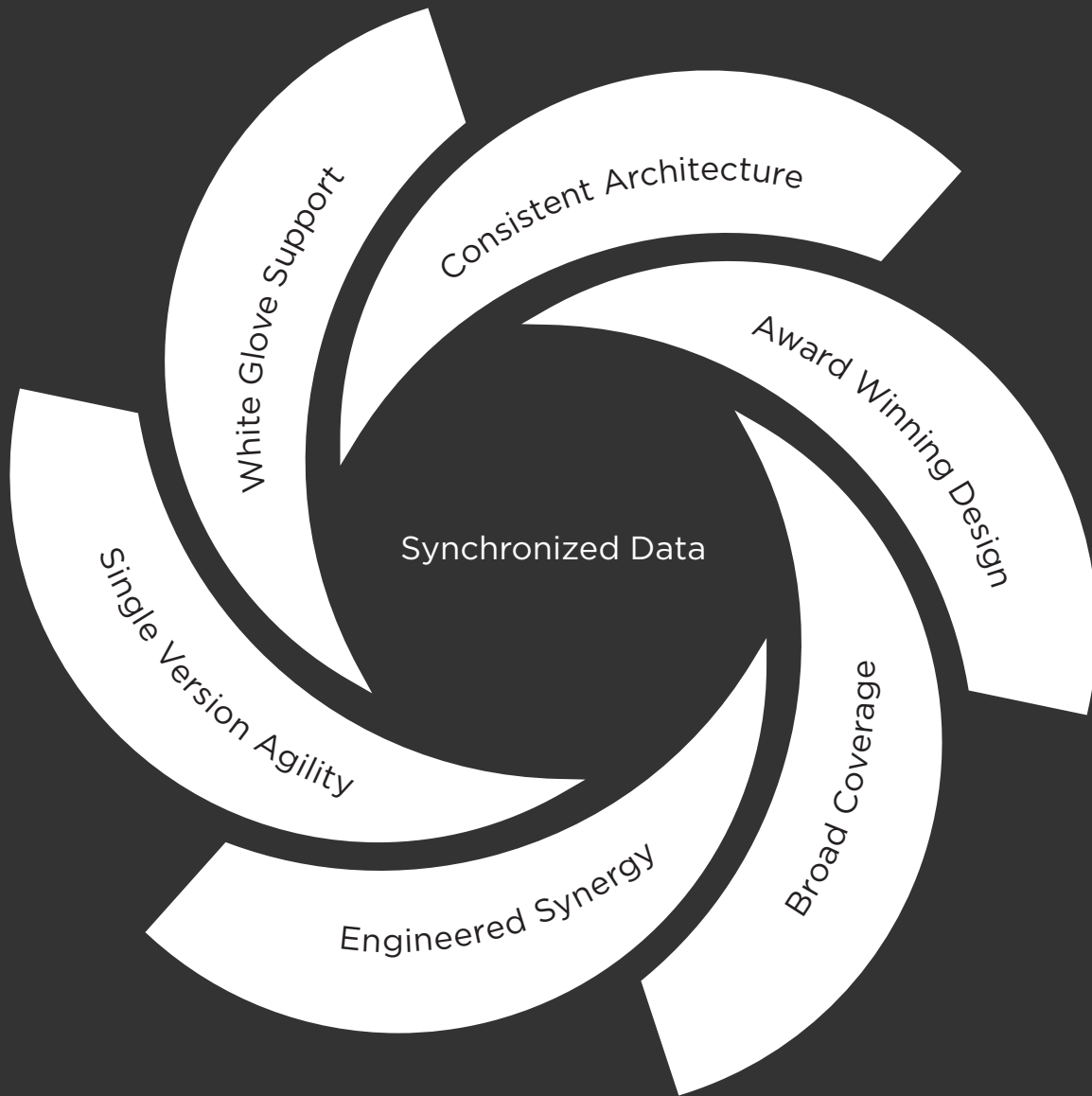
White Glove Support
Highly automated team-based support delivers quick answers from well known friends

Single Version Agility
Having all clients use one version enables a short release cycle, resulting in a "Firehose" of continuing enhancements.

Consistent Architecture
Code developed by a consistent team using the .NET Enterprise Framework delivers an architecturally pure suite.

Synchronized Data
Centralized Data Warehouse with "one version of the truth" drives powerful CRM and business intelligence.

Engineered Synergy
The suite is more than the sum of the modules: common ownership allows engineered cross-module collaboration.

Award Winning Design
In-house agency using "full canvas" design platform creates 250 unique web designs per year.

Broad Coverage
Broad product set covers all software needs for most clubs, with common database and user experience.

Introduction

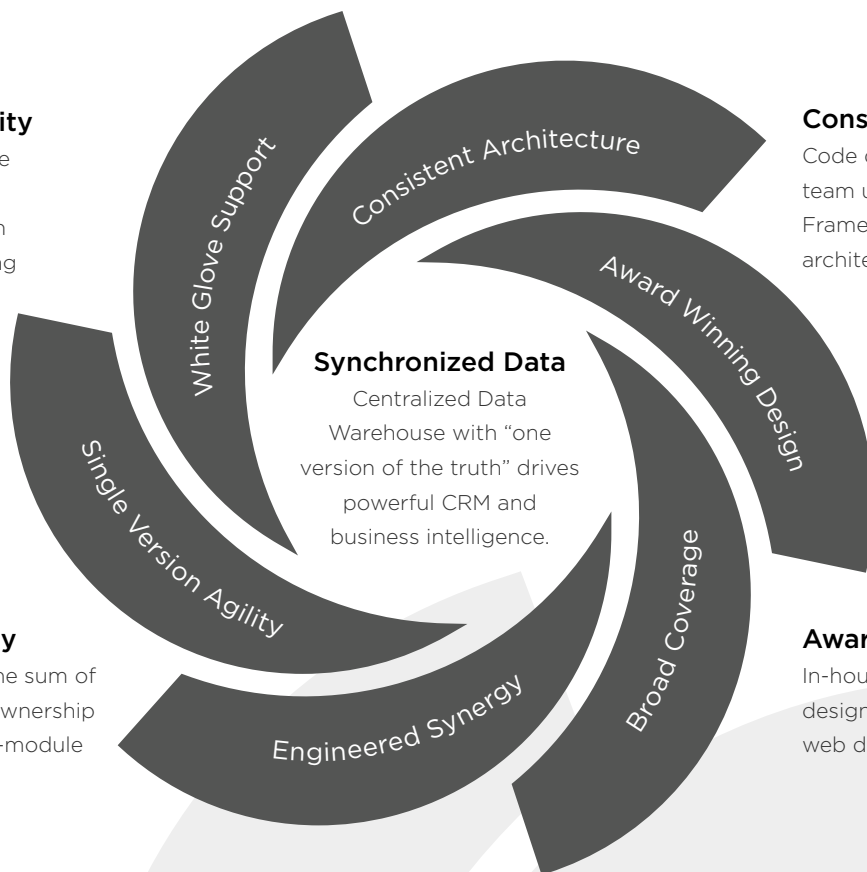Clubessential has created the term "Unified Suite™" to label a combination of products and services engineered to work together for clubs. To be effective, a Unified Suite™ must include a broad range of products that comprehensively covers the needs
of the club, but, in addition, the Unified Suite™ must meet certain requirements for **Data, Architecture, Design, Coverage, Synergy, Agility and Support.**

Synchronized Data

The Data Warehouse commands the central position in the Clubessential Unified Suite™. It is the communications control center, ensuring that all the modules and any external applications are synchronized in real time. It is more than a library of all the data used throughout the Suite because its reporting and analysis tools provide a window into that data, like the crystal back of a fine watch making visible the interlocking digital gears and whirling transactions of the Unified Suite™. The centrality and real-time nature of the Data Warehouse ensures that there is only "one version of the truth" for data used throughout the Unified Suite™.

Consistent Architecture

The high performance achieved by the Unified Suite™ results from the simplicity and consistency of the underlying architecture created by developers working together as a team over more than ten years.   The team could establish architectural standards for the coding, the languages and the methods because they had total control of the code: it is all owned by Clubessential. They also built a consistent data architecture, using a single database design for all customers because custom variations cause complexities that spiral out of control, leading to rampant bugs and slow enhancement progress.

The performance of the Unified Suite™ also depends on the architecture of the hosting environment. Clubessential's third generation hosting strategy employs a "meta-database" to track the individual databases for each client, ensuring they all retain an identical design, but allowing each client to process independently for the quickest and most consistent response times.

Having control over the code by a ten year team means that the modules of the Unified Suite™ look and operate like they belong together. For example, when a member learns how to make a reservation for a tennis court, they will already know how to make a dining reservation or a tee time, because the member experience is uniform across all the booking engines.

It is easy to acquire a series of products, "checking the boxes" to cover the range of features needed by a club. But to reap the advantages of a truly Unified Suite™, a consistent coding and hosting architecture must tie all the individual products together. Architecture matters!

Award Winning Design

Clubessential's award winning custom designs are created by a team of people with different kinds of skills working together within a well-organized process. This team makes up Clubessential's internal Digital Design Agency, including artistic designers, front end developers, project managers, content formatters and programmers. The programmers embed a consistent design platform into every module of the Unified Suite™, giving Agency designers the freedom to build "full canvas" designs, even on web pages with highly interactive systems. Without this underlying system architecture, the designers would be forced to work within a few tired layouts with only modest options for creativity.

Clubessential's clients include the most exclusive and unique clubs in the world. To meet their needs we had to go beyond "custom designs" and deliver entire products custom-built for each individual client. To achieve this goal while retaining affordability, efficiency and agility, Clubessential developed "platforms" instead of products. Each platform includes tools for the construction of a unique product designed specifically for the client in question. The Agency's "Front End Developers" (known within the company as "the FEDs") work with the artistic designers to craft each client's unique product built from our platforms.

Assembling, from within the Unified Suite™, a set of products customized for the specific needs of a client is a complex project, managed by one of the Agency's Project Managers within a highly automated process that Clubessential has refined over a dozen years.

Creating award winning designs isn't easy. It requires the right tools, artistic talent, and organized production. Clubessential delivers over 250 custom designed web communication systems each year.

Broad Coverage

Clubessential's Unified Suite™ is designed to cover all of the key information systems needs of its clients with interlocked modules that share data in real time, share a common look and feel, and share a personalized support team. In addition, if a client seeks to use a third party module, Clubessential agrees to collaborate (as it already has with over 60 products) using advanced API integration under its "Open Systems" policies.

Many Clubessential clients have satisfied virtually all their information systems needs within the broad range of systems in the Unified Suite™, including the following modules:

- Accounting, Membership Management, Analytics

- Point of Sale, Mobile Food Ordering

- Public/Private/Mobile Websites, Content Management

- Agency Design Services, including brand identity design

- Reservations (60 kinds), including Unified Itinerary combined booking

- Statement Display/Payment, with auto-variable payments

- CRM (Recruiting & Retention)

- Real Estate Displays, Interactive Maps, Course Displays

- Private Social Networking

- Industrial Quality Mass Email Engine

- Additional Modules (more than 35)

All of these modules are not only owned by Clubessential, but were coded by Clubessential's unified US-based development team. They fit within the same architecture and share the same databases and data warehouse. Each was designed to be a "best of breed" product so the Unified Suite™ would have a uniformly high level of quality and depth of feature set.

Engineered Synergy

The Unified Suite™ delivers more than the sum of its individual modules because of "Engineered Synergy." Because Clubessential owns the code in each of its modules, it can engineer individual modules to maximize the collaboration across all the modules of the Unified Suite™.

A good example of Engineered Synergy is the "Cross Marketing" in the Unified Suite™ that drives additional revenue, retention and recruitment, accomplished in three steps:

1. Clubessential engineered high traffic to its websites and high visibility of its emails by building multiple systems, like Online Statements/ Payments that would naturally drive traffic. But one kind of system in particular, reservations, was the best way to drive traffic, so Clubessential built not only modules for tee time reservations, but also for dining, courts, activities, overnight rooms, etc. for a total of over 60 separate kinds of booking engines. Thanks to all these systems, Clients' web systems are vibrant, with frequent visits by a large percentage of the membership.

2. Heavy traffic is not enough - it must be converted to impressions made on members before it creates any value. To manage this conversion, Clubessential engineered announcement locations throughout all online parts of the Unified Suite™'s modules, and also through all the emails, including confirmation emails, so announcements can be easily placed in front of traffic.

3. Once these announcement impressions raise member awareness, members are likely to want to make further reservations, increasing their participation levels. So Clubessential engineered "one click to a booking engine" navigation to catch members in the mood to sign up. Members who are more aware of club activities and who participate more will generate more revenue, continue as members longer, and invite their friends to join. Revenue, Retention, Recruitment.

Cross-Marketing must be engineered at the Unified Suite™ level based on a whole series of collaborating modules. Clubessential owns all the code and organized all the modules within a common architecture, so Clubessential can engineer the cooperation between modules that results in the benefits of Cross-Marketing across the entire Unified Suite™. Engineered Synergy is the most powerful result of a Unified Suite™, and also the hardest to achieve.

Single Version Agility

Productivity in the software industry is increasing sharply thanks to the new "agile" development strategy. Unlike the traditional delivery of massive releases every six months to a year, agile development makes progress with quick small steps followed by lightning reassessments. The end result is faster delivery of new systems, enhancements and corrections. Agile development is no joke: it can be up to eight times as productive as traditional programming!

Agile programming depends on a "short release cycle" - this means that when changes are made, they can be pushed into production quickly with little logistical overhead. In 2008, Clubessential's release cycle was about three months, if we stopped all other development activities and focused on just getting the release out. Today, Clubessential has a 15 minute release cycle and multiple releases can overlap (certain larger releases and especially those related to accounting, can take a few days). In an average day, Clubessential may push anywhere from five to a dozen enhancements.

The secret to implementing a short release cycle is unity of versions: all customers should be running the current version or be in the process of getting the current version. Having a single version in the field dramatically reduces complexity and makes development teams much more efficient.

At Clubessential, because all 1,400 of our clients run the same version of our Unified Suite™ we have a Short Release Cycle of 15 minutes and a very productive "agile" development environment - so productive that we refer to the "Development Firehose."

White Glove Support

Clubessential's Unified Suite™ support is delivered by support specialists working within a carefully designed organizational structure using proprietary support tools. Working together, these elements are known as "White Glove Support."

Centralized Support—Even though the breadth of the Unified Suite™ requires support specialists, Clubessential organizes its support teams in a unified structure to avoid "silos" of staff. All the teams use the same software and methods to track individual cases, so clients receive "seamless" support across the whole range of products.

Affinity Teams—The very best support is delivered by a single gifted individual who knows all the products and has a long term relationship or rapport (we call this "affinity") with the client. Reality is different: support staff at different points in their careers have varying degrees of knowledge, and eventually a single individual with affinity to a client will be promoted, breaking the chain of affinity. Clubessential addresses these realities by breaking its staff of 35 support specialists into "Affinity Teams." Each team includes a mix of skills and experience and develops a group affinity with its clients.
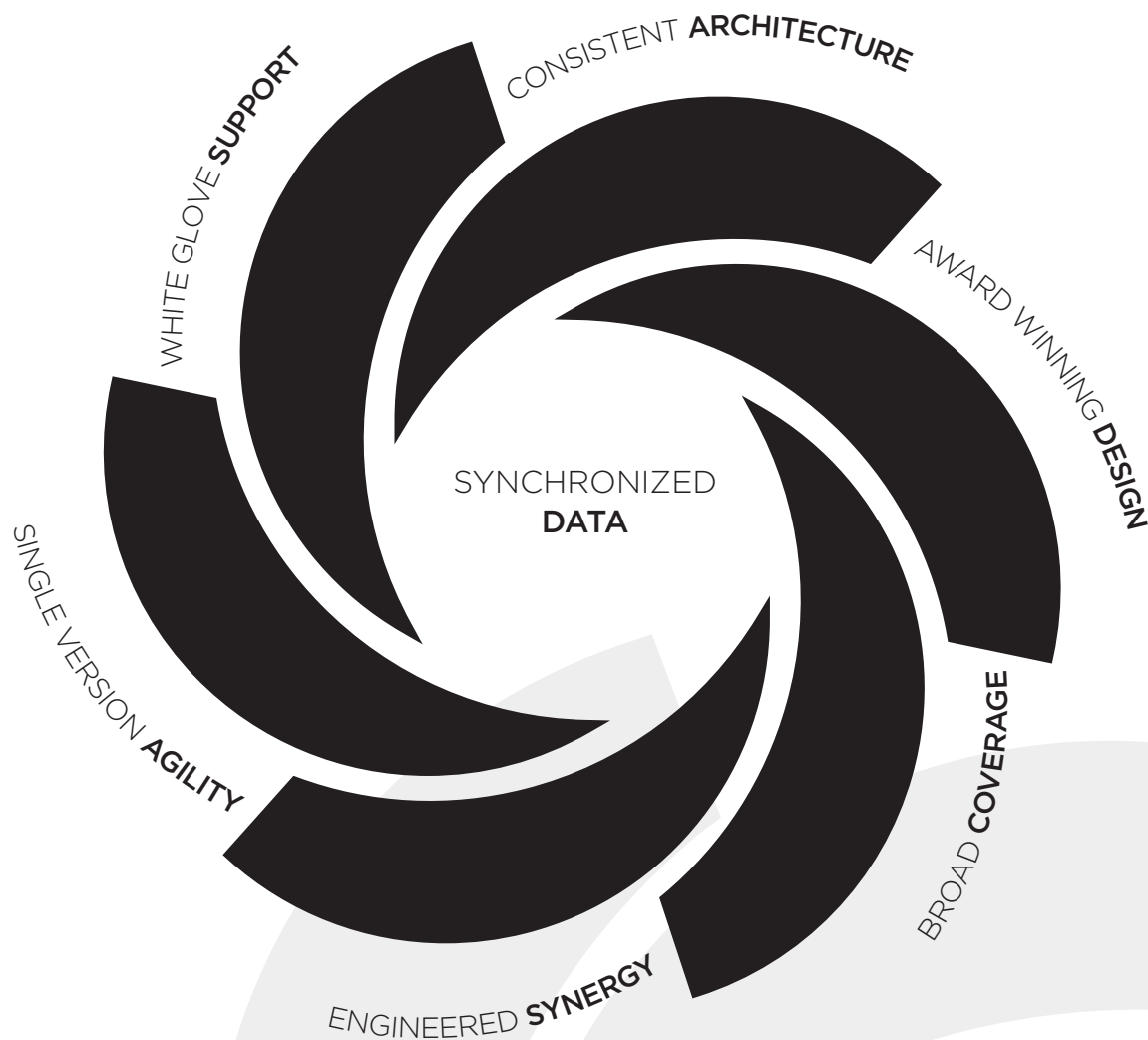
This team structure has multiple advantages:

- A team including specialists has deeper knowledge than a single individual.

- A team member can be promoted out of the team without destroying client affinity.

- Experienced team members mentor newcomers.

- Clients are more likely to reach someone on the team on the first call, but they will still have an affinity with the person they reach.

- The difficulty of a problem can be matched against the experience level of the team member. This avoids assignment of hard to solve problems to green recruits.

Support Tools—Clubessential equips its support specialists and team leaders with carefully designed hardware and software to improve support quality. Incoming calls and emails are routed automatically to the appropriate affinity teams and special queuing software ensures that no request is lost or delayed. Case histories capture everything done by any member of a team so there are no "handoff losses." One of many metrics used to measure and improve support is "One-Touch Resolutions," meaning an issue that is resolved during the first call or in the first email reply - the current target for One-Touch Resolutions is 80%.

Education Platform—Clubessential takes very seriously the ongoing education of its clients, because it can't allow its "Development Firehose" to get too far ahead. Education at Clubessential is a multi-channel effort including:

- Mass webinars on new products, requested subjects, and specialty areas.

- A monthly newsletter on current events.

- Scheduled weekly curriculum classes.

- A special Knowledge Base available 24 hours a day that can be full-text searched.

- A range of videos on product usage and best practices. The videos are associated with full-text scripts so they can be searched within the Knowledge Base

- Just-In-Time help that appears within each module of the Unified Suite™. The help shown here is pulled from the Knowledge Base so Clubessential can add new information in one step.

CONSISTENT **ARCHITECTURE**

WHITE GLOVE **SUPPORT**

AWARD WINNING **DESIGN**

SINGLE VERSION **AGILITY**

SYNCHRONIZED
DATA

BROAD **COVERAGE**

ENGINEERED **SYNERGY**

The Clubessential Unified Suite™:
A Unique Offering

It has taken Clubessential over ten years to build a Unified Suite™ with all these attributes spanning the entire information system needs of most clubs. Each part of the Suite has been engineered to be "best of breed" and yet to conform to the overall architecture of the Unified Suite™.

We invite you to see a live demonstration yourself to discover what information system harmony looks like.