

ON COURSE GOLF ACE ONLINE SELLING WITH A PROPRIETARY MARKETPLACE

SUMMARY:

SECTOR: Sports (Golf)

MARKET: Australia (Members: Golf Courses)

PRODUCT CATEGORIES: Golf Apparel & Footwear, Equipment & Accessories, Technology

GOALS: Use marketplace technology to build webshops for their members to sell conveniently to their customers

MODULES: Product Data Management, Marketplace Management

SKUS: 1,800

On Course Golf is Australia's largest pro-golf shop network. Their 200 members are PGA Professionals and Golf Clubs that provide teaching services and retail golf equipment to golfers. On Course Golf centrally negotiates supplier terms for their members who then sell product offline, in their brick-and-mortar stores at their club.

CHALLENGE:

EXPAND ON DIGITAL CHANNELS BY BUILDING A PROPRIETARY MARKETPLACE VIA MARKETPLACER. HOWEVER, THEY FACED SOME CHALLENGES:

- Streamlining the upload of **Product data (avoiding manual input)**
- **Integrating** their Member Point of Sales (POS) systems, like XPOS, **into the marketplace**
- Syncing product, stock, and sales data for **easy inventory accuracy**



OUTCOME:

THE FIRST GOLF MARKETPLACE IN AUSTRALIA WAS FORMED

- **How did it with Intelligent Reach:**
- **Used IR's pre-built integration to Marketplacer** and integrated with the On Course Golf member's POS system
- **Seamlessly centralised product, stock, and sales data** for accuracy across their member's webshops
- **Automated syncing and populating products** into their marketplace and their member's webshops

"We had a unique and challenging integration between our databases, Web shops and POS systems used by our members. **Intelligent Reach helped us build a seamless marketplace, so our members don't have to do the work!**"

Geoff Miles, CEO at On Course Golf

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HOW WE HELPED

- **Seamlessly synchronised stock levels for accuracy**



"We wanted to make it easy for our members to keep on top of their stock levels, online and offline. The IR platform synchronises data across integrated systems, so **stock and orders are updated automatically.**"

As On Course Golf's members are selling online and offline, **inventory synchronisation** is vital to ensure they're not selling out of stock items. We made sure purchase information was pulled from their member's POS and updated in real-time, so inventory was consistent across different member locations. This helps create a **flawless shopper journey for customers.**

- **Automatically populated products for members**



"In the early days, we'd manually upload products. But **IR saw a way to automate populating this product data for our members,** so they'd just need to select what products they want to sell in their webshop."

On Course Golf can now import the supplier product and their members can simply select the **products they want to sell** on their webshops.

- **Planned, tested, and built a custom integration that works!**



"We had joint conversations with Marketplacer and IR experts to streamline how we wanted to work in this integration, and **the proposal was excellent.**"

Our IR experts explored the data points Marketplacer, On Course Golf and its members had to build a seamless integration. This ensured **data was syncing between their member's POS systems and their marketplace.**



THE FUTURE:

WHAT'S NEXT FOR ON COURSE GOLF?

After successfully launching their e-commerce site with our platform through Marketplacer, On Course Golf plan to expand the number of members selling through Webshops to drive their presence in the golf market.

EXPLORE OUR AWARD-WINNING PLATFORM, LOVED BY OUR CUSTOMERS...



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