



Adopting a proven and integrated software management system allowed Worplesdon to continue providing top notch service to their membership.

Jonas Club Management has assisted in taking Worplesdon into the 21st Century.

WORPLESDON GOLF CLUB



"This system was first shown to me at a CMAE conference where I was impressed by its integrated nature and large, prestigious customer base."

Chris Lomas, Club Secretary, Worplesdon Golf



Customer



Worpleston Golf Club
Heath House Road
Woking
Surrey
GU22 0RA

Background

Worpleston was concerned that the other products on the market were not as focused on the needs of the private golf club industry as Jonas. Chris Lomas felt that putting in an integrated software suite would allow him to gain the reporting data which would allow him to manage the Club effectively.

Worpleston Golf Club have been using Jonas for two years now.

Solution

Implementing Jonas Club Management has resulted in a complete solution that shares information and removes the need for administrative staff to manually enter and re-enter data. Members can also go online to sign up for events, view statements thereby saving time and money, resulting in a far more efficient and profitable business.

Benefits

- ✓ Retention of current members by adding benefits such as online bookings and CRM
- ✓ Food and Beverage simplified via integration of software
- ✓ Access to Jonas support 24/7/365 via telephone, web or e-mail. Jonas guaranteed response times!
- ✓ Access to 1000's of Jonas customers around the world via our customer LinkedIn site
- ✓ Future enhancements to the software are never charged back to the customer ensuring that you are always using the latest release.
- ✓ Dedicated to the Club Industry - The only Club Management software to be chosen to partner with the Club Managers Associations around the world - CMAE, CMAA, CSCM, CMASA.
- ✓ No charge for local user groups in each geographical territory which steer the future development of the product.

Heritage

Worpleston is one of the classic Surrey heathland courses, laid out in 1908 by J F Abercromby; the greens and bunkers were constructed by Willie Park Junior. Abercromby was one of the most celebrated golf architects of his time, while Park was a prolific course designer and constructor, who created the Old Course at Sunningdale. The course remains much as it was set out by Abercromby, and provides a fine test for the club golfer in very pretty surroundings.

The signature hole is the 10th, which is particularly attractive when the rhododendrons are in bloom. But the visitor should not be disheartened by the expanse of water, for Bridley Pond is the only major water hazard on the course. The remainder of the holes wander through wooded heathland.

Worpleston is known to the wider golfing world as the host Club for the Worpleston Mixed Foursomes. From its inception in 1921 until the nineteen sixties, the tournament attracted many of the very best amateur golfers in the

country. It was won eight times by Worpleston's most famous member, Joyce Wethered, about whom Henry Cotton wrote a piece entitled "The Best Golfer Ever?" Her brother Roger, almost as good a player as Joyce, was Captain of the Club in 1922, the year after he tied for the Open Championship, only to lose in a play-off. Joyce Wethered (Lady Heathcoat Amory) was Lady Captain in 1922 and President of the Club from 1963 until 1997.

Past Captains of note are David Frame, who played in the 1961 Walker Cup match and was Captain in 1970; and HRH The Prince of Wales who was Captain in 1933 and Arthur Balfour for the first two years from inception.

"Doing some investigation into the leaders of the club industry, we noticed that the vast majority were using Jonas Club Management."

"We then had to ensure that it would work within our club environment, which it has nicely"

Chris Lomas
Club Secretary
Worpleston GC



Club Management

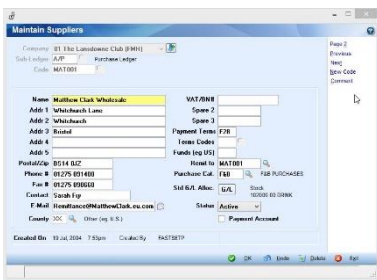
Club Management delivers power & flexibility designed for you.

The application is the engine of the Jonas Club Management system, enabling you to maintain all of your membership information and ensure proper billing of your members. Not only does the Club Management application handle your Accounts Receivable processes, it also houses all of your membership information in one place. This membership database then integrates with additional system applications such as Accounts Payable, General Ledger, Point Of Sale, Banquet & Catering, Tee Time Management, Hotel, and much more. The real power of the Club Management application can be seen not just in its ability to process all of your membership charges, but even more so in the customisable membership information which it stores. With 300 custom fields added to an already robust set of standard data fields, the amount of member information which can be inputted, manipulated and reported on, is nearly limitless. Imagine the personal touch your staff will deliver when, at the click of a button, they can access your member's meal and drink preferences, allergies, shirt size, communication history, or anything else you wish to keep track of. It is this amount of membership information which affords you such great control over your club's day to day operations and provides exceptional member / customer experiences.



Accounting

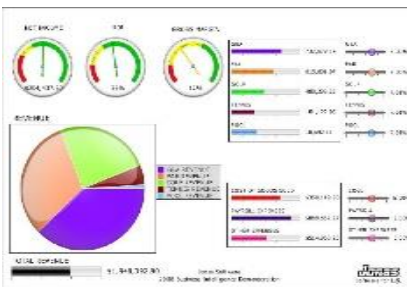
At the heart of the Jonas Club Management System lies our fully integrated accounting system which allows for seamless integration of reporting and accounts instead of using a 3rd party. These modules were developed specifically for the club industry, which is why our membership features are so tightly integrated throughout the full Accounting package. We understand your business and provide the necessary tools to allow your team to easily track and report on all transactions within your facility - from member spending in a restaurant to the payable history of a particular supplier.



Report Writer

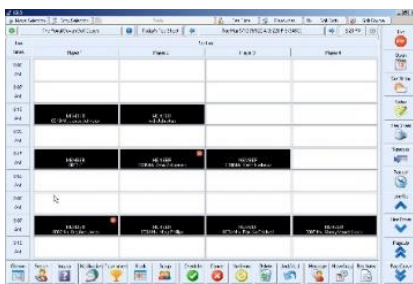
More ways than ever to access your critical business data.

If you've ever wondered who your top ten spenders are, or what members should be considered "at risk", or even if you've ever wanted to know more about non Members who have visited your club, our reporting tools will quickly give you access to all of this information and much more. Within your Jonas Club Management system there are several different reporting tools offered, and each can be placed into one of three different reporting categories - application level, system level, and external system reporting.



Tee Time Management

The Tee Time Management System can significantly help your club pro shop become more efficient. Quickly create player reservations and the proper cart and green fees are automatically selected while the member / guest rules are verified. The check-in process is also simplified allowing you to create individual or combined chits and proceed directly to Point of Sale for settlement. The processing, maintenance, billing and reporting of your Clubs tee times are all easy to administer through this module.

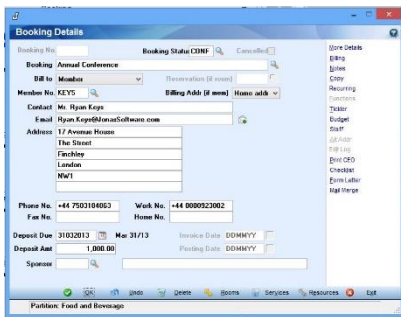


Point of Sale



The Point of Sale system allows for the creation of an unlimited amount of menus and nested menus, grants easy access to member preferences and even enables pre-event chit setup for quick and easy processing at a later time. All of these features, and many more, are made available through complete integration with the rest of your Jonas Management system. The same module is utilised for both Food and Beverage Outlets, Sports and Leisure Facilities and Pro Shop.

Banquet and Catering



Eliminate the hassles and inefficiencies associated with manual event bookings. The Jonas Banquet & Catering application quickly and efficiently manages room configurations, scheduling, equipment and a full range of services, resulting in a streamlined booking process and worry free events at your Club. All this is possible thanks to complete integration to your Jonas Management System. A properly designed Banquet & Catering Event Order is crucial to the success of any event. With Jonas Banquet & Catering, your Event Order is automatically generated once information has been entered into the system. It can be printed or emailed directly from the main booking screen, and it's completely customizable to your club's wishes.



ClubHouse Online e3 is the latest release of the industry-leading ClubHouse Online, the web solution of choice for private clubs around the world. Over 1,300 distinguished clients turn to ClubHouse Online over those of competitors because of its full integration with their Jonas Club management systems, yielding automatic population of member demographics and statements. ClubHouse Online e3 was strategically developed to **Engage** your Members, **Enhance** your communications, and **Enrich** your brand using the most robust online tool set in the industry.



clubbroadCast Email Marketing represents a revolution for clubs in communicating with members and prospects, alike. clubbroadCast will provide you with the ability to schedule campaigns, establish automated follow ups, track conversions, and effectively deliver over 95% of your communications, all the while being fully integrated to your Jonas Club management system to enable dynamic segmentation and list creation. The combination of its toolkit and integration to member data sets clubbroadCast apart from all other email marketing solutions.



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