



Kristen Loynd
Director of Marketing
kristen.loynd@ongolfusa.com
(610) 285-8181
www.ongolfusa.com

OnGolf's Cloud-Based, Automated-Reporting Software to be Implemented at Prestigious McConnell Golf Courses

FOR IMMEDIATE RELEASE

Wayne, Pa. (May 16, 2017) – OnGolf, the industry leading golf course performance optimization software company, today announced McConnell Golf is implementing OnLink on all 13 of their courses located in North Carolina, South Carolina and Tennessee. McConnell Golf is known for providing “pure golf for the true golfer” and it has also earned a nation-wide reputation for “building clubs of the future.” McConnell Golf, as the former majority owner of Clubsoft, continues to maintain a progressive operating perspective when it comes to implementing technology and innovation. After successfully utilizing OnGolf at their flagship property, Raleigh Country Club, for the past year and with the recent release of the second-generation software, OnLink, McConnell Golf decided to implement the platform on the rest of their courses.

“OnLink will provide us with the tools we need to incorporate metrics that help evaluate sustainability across our courses – less chemicals, less water, less intensive maintenance, and lower costs,” said McConnell Golf Chief Operating Officer Christian Anastasiadis. “The ability to efficiently measure and monitor benchmarks is something that has been missing in the golf industry for a long time.”

-MORE-

“McConnell Golf is a leader in managing high quality private golf clubs, and embraces technology and metrics that provide greater operating efficiencies and improved playing conditions for their membership,” said Walt Norley, OnGolf’s Founder and Chief Executive Officer. “We are excited to be working with the progressive management team at McConnell Golf and look forward to implementing OnLink throughout their portfolio of prestigious golf courses.”

OnLink helps optimize day-to-day operations by consolidating all the core products and solutions that every course needs and operates – including labor management, nutrient and pesticide management, water and energy outputs, playing conditions recipes, and best-in-class weather monitoring – all in one platform with early warning alerts and alarms, and real-time, actionable analytics. Additionally, in partnership with John Deere Golf, a comprehensive fleet management program will be added to the OnLink platform this fall.

“OnLink will help us validate the needed resources in manpower and equipment that it takes to maintain our facilities at the highest level,” said Michael Shoun, Vice President of Agronomy at McConnell Golf. “It will also help us to better control inventories of chemical and fertilizer materials and equipment parts, and allow us to have them available when needed.”

Learn more about OnLink at www.ongolfusa.com

About OnGolf

OnGolf (OnGolfUSA.com), headquartered in Wayne, Pennsylvania, is the first and leading cloud-based performance optimization software platform that integrates all essential golf course operational data into one place to help golf course operators manage their properties at a lower cost while improving playing conditions. OnGolf’s proven, results-oriented solution has been implemented by both industry renowned courses, as well as courses needing to do more with less. Since launching in June 2015, the OnGolf solution has saved courses over \$1 million in water, chemical and labor spend, and has proven the values of improved playing conditions and time management efficiencies.

About McConnell Golf

McConnell Golf (McConnellGolf.com) memberships include privileges at a dozen 18-hole, private golf courses plus one nine-hole course throughout the Carolinas and Tennessee. McConnell Golf's stable of prestigious clubs includes Raleigh Country Club and TPC Wakefield Plantation in Raleigh, NC, Sedgefield Country Club Ross Course and Dye Course in Greensboro, NC, Providence Country Club in Charlotte, NC, Old North State Club in New London, NC, Treyburn Country Club in Durham, NC, Brook Valley Country Club in Greenville, NC, Country Club of Asheville (NC), The Reserve Golf Club in Pawleys Island, SC, Musgrove Mill Golf Club in Clinton, SC and Holston Hills Country Club in Knoxville, TN. McConnell Golf also operates the 27-hole public Raleigh Golf Association and manages the Grande Dunes Members Club and Ocean Club in Myrtle Beach for LStar Development.

#