New Features

EZTEE|PRO
TEE SHEET

AVAILABLE IN VERSION 8.1 AND HIGHER

Updated July 5, 2017

Overview

We are pleased to release an updated Dynamic Pricing module within the EZLinks Tee Sheet (EZTee PRO) v8.1 and higher. For assistance, contact EZLinks Support at 888.99.LINKS (888.995.4657).

Updated Graphics & Branding

EZTee PRO v8.1 graphics have been updated to reflect EZLinks' new logo.

Splash Screen

Login Window

Desktop Icon

NOTE: If your previous desktop icon was manually altered the new icon will not be applied. Please contact Support for the image file or run the EZTee PRO v8.1 Installation Program.

Dynamic Pricing

EZTee PRO v8.1 provides access to an enhanced Dynamic Pricing module. Once EZLinks has appointed your course's account to use this new interface, it will automatically launch when you click on either of the below access points:

- Maintenance menu > WebMarket > Dynamic Pricing tab, or
- Maintenance menu > Configuration > Fees/Pricing > Dynamic Pricing Rules
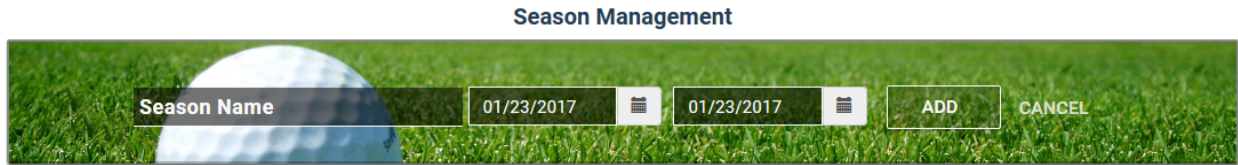
Seasons

The first screen you see when launching Dynamic Pricing is "Seasons". There is no limit to the number of seasons you can build; however, the date ranges cannot overlap. If there is a gap in your seasons, Dynamic Pricing will not be active during those undefined days.
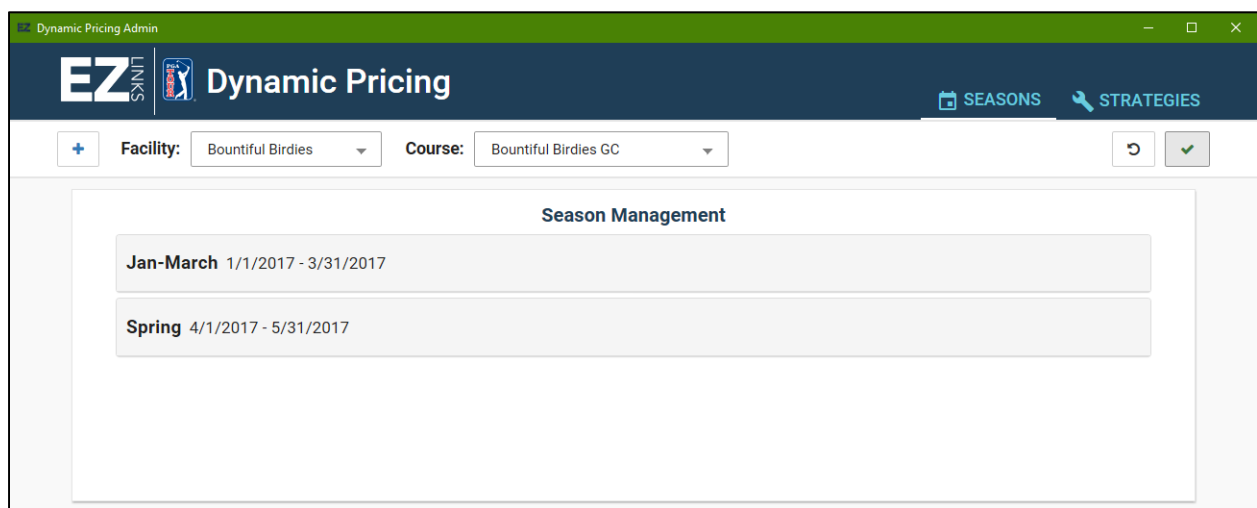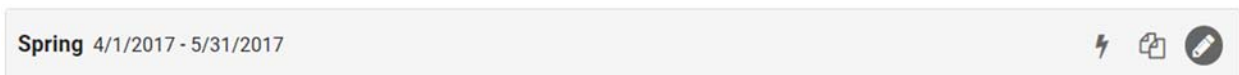
Add a Season

1. Click the "+" button at the top left to open the new season form.
2. Input a Name and Date Range for your new season. It cannot overlap an existing season that is scheduled for that course.

Season Management

Season Name	01/23/2017	📅	01/23/2017	📅	ADD	CANCEL

Edit a Season

1. Click the Edit icon on a season bar to open the Season Editor box.

Spring 4/1/2017 - 5/31/2017

2. Change the Season Name and/or Date Range as needed, and click Apply.
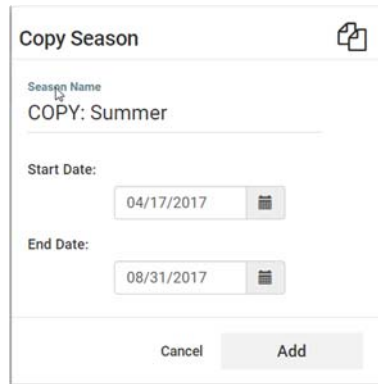
Season Editor

Season Name
Spring

Start Date:
04/01/2017

End Date:
05/31/2017

Cancel   Apply

Copy a Season

1. Click the Copy Season on a season bar to open the Copy Season box.

Summer 4/17/2017 - 8/31/2017

Copy Season
Previous Seasons ▲

2. Change the new Season Name and Date Range as needed and click Add. The season will be created with the same strategy and channel assignments from the season you are copying from.

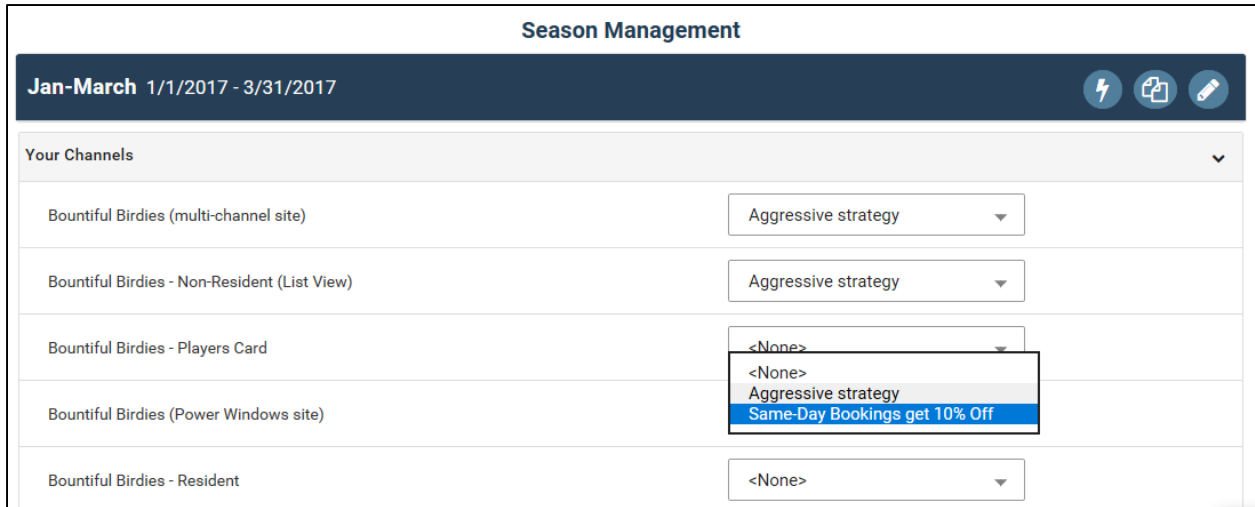## Assign Strategies to Channels

Within each Season define which (if any) Dynamic Pricing Strategy from your catalog is in effect for each of your course's booking channels.

- Expand a Season to view all your course's available channels, and select a Strategy to apply.
- Channels are grouped to separate your booking engines and Third Party tee time companies.
- If "<None>" is selected, Dynamic Pricing will not be in effect for the channel. Tee times will be offered to golfers at regular, non-adjusted pricing.
- After updating your settings click the Save button to apply changes.

Quick Assign

On the right side of a Season bar, clicking the Quick Assign button allows you to quickly assign a Strategy to one or many booking channels for that Season.
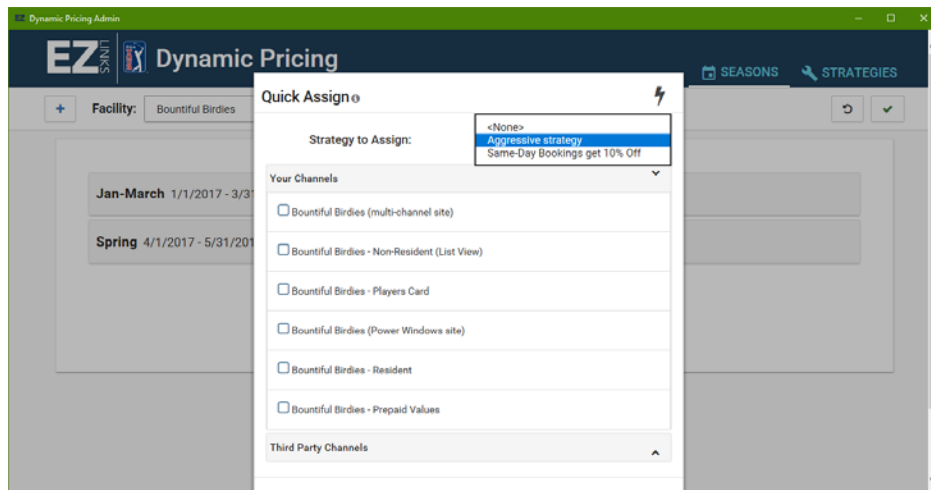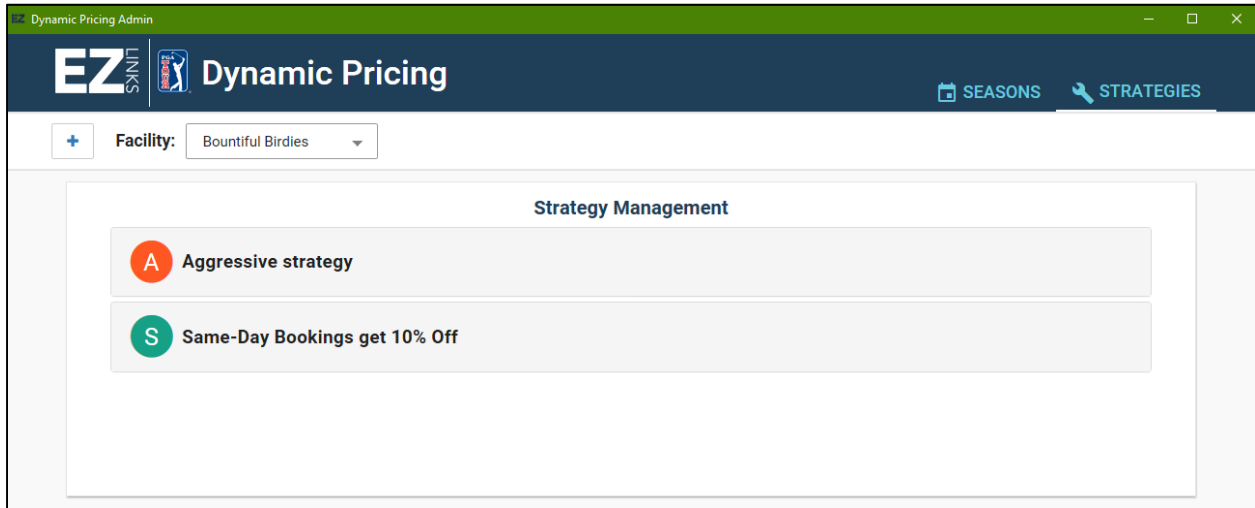

Strategies

The Strategies screen is where you build and save your Dynamic Pricing rules, so you can later apply them to Channels. There is no limit to the number of strategies you can build.
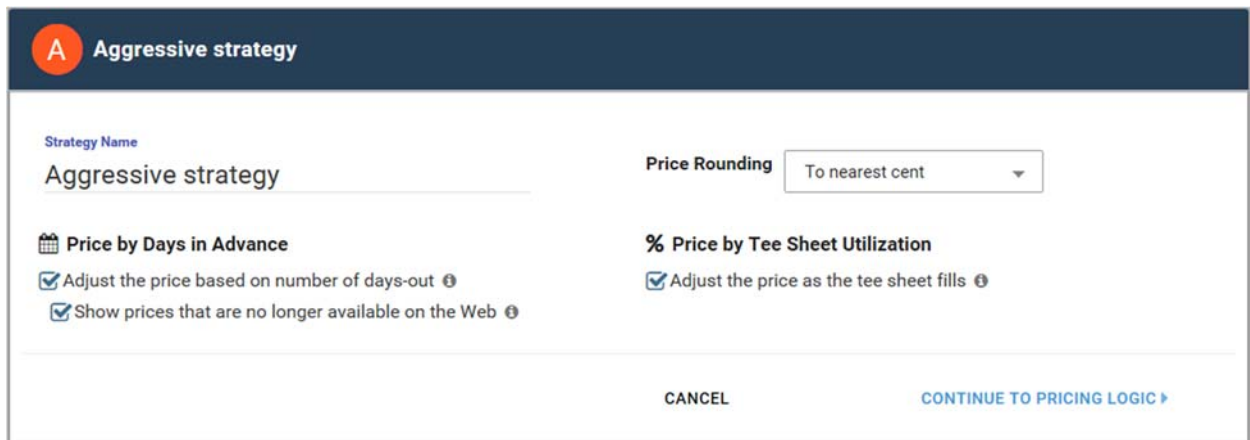
Strategies can be built to adjust pricing by:

- Days in Advance that the golfer is booking ("Price Windows").
- Tee Sheet Utilization for the date being booked.
- A combination of both.

Your strategies will appear in a list.

Click on a strategy to access its details.

Add a Strategy

You can create as many Dynamic Pricing strategies as you want. To add a new strategy:

1. Click the "+" button at the top left to open a new strategy form.
2. Input a Name for the Strategy.
3. Decide how you want Price Rounding to occur. This is useful if you do not want unusual tee time prices shown to golfers. (Example: Instead of $54.27 you can show it as $53.99, $54.00, $54.99, or $55.00).
4. Choose how you want pricing to be impacted. Either or both options can be selected.

    a. **By Days in Advance** – Also known as "Price Windows". This adjusts pricing based on how far in advance a golfer is searching for tee times. With this option you can offer your best rate to golfers who book further out, last minute or any custom variation you choose.

    b. **By Tee Sheet Utilization** – This option references the "Daypart" settings within your WebMarket configuration screen. When a tee time is displayed to a golfer, the surrounding tee time slots within the daypart are analyzed, and utilization is calculated. You can adjust the price based on Utilization thresholds. Is that period of your day nearly full? Show a higher price. Is it fairly empty? Reduce your rate. The strategy you implement is fully customizable.

5. Continue to the Pricing Logic screen to define your parameters.

6. Save your Strategy. It is now available within the Seasons screen to be applied to Channels as needed.

Copy a Strategy

1. On the strategy that you want to copy click on the Copy Strategy icon on the strategy bar to open the Strategy Copy box.

2. Multi-Course Operators can copy a strategy from one facility to another (example below). If you are a single course operator, only your facility will show in the facility dropdown.
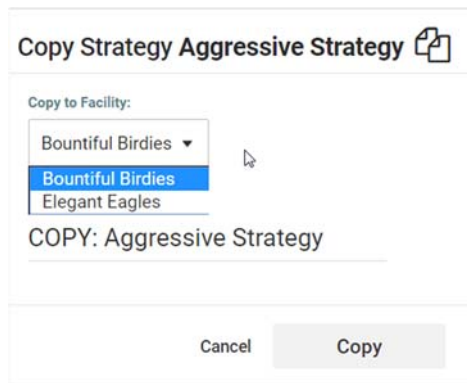
3. Change the new Strategy name as needed and click Copy. This will copy all the pricing options and logic from the strategy that you copied from.

Price by Days in Advance

When this option is selected you can adjust your pricing based on how far in advance a golfer is booking. This is done by building Price Windows (i.e. "0-1 Days Out").

Price Windows that have been built for the Strategy are shown in a list. Click a row to view or edit its properties.

Notes:

- Price Windows can be given a custom name.
- Pricing can be managed by Day of Week, or set similarly for All Days.
- The price adjustment can be configured to exceed 100% of the Regular Price.
- Any quantity of price window can be added.
- If there is an undefined gap in the days-out ranges, and a tee time search falls within that range, the price offered for those tee times will not be adjusted by Dynamic Pricing, and will default to the Regular Rate.
- If applying rules per day of week, you can easily setup 1 day and then use the Copy Day function to apply to other days of the week.

Price by Tee Sheet Utilization

When this option is selected you can adjust your pricing based on how "full" the golf course tee sheet is around each tee time being offered. As surrounding tee time slots are booked (or canceled), the price point for a tee time can adjust accordingly.

⑤ Pricing Logic

(A) Aggressive Strategy

○ Apply same rules to all days (Mon-Sun)
◉ Apply rules per day of week

Utilization Pricing Settings ⓘ

| Mon | Tues | Wed | Thurs | Fri | Sat | Sun |

When Utilization is Between:		Display at __% Regular Price ❶	
Low %	High %	100 = Full Price | 85 = *15% Off*	
0	50	90	✗
60	80	80	✗
81	100	110	✗

⧉ Copy Day   ✛ Add Row

Notes:

- Pricing can be managed by Day of Week, or set similarly for All Days.
- The price adjustment can be configured to exceed 100% of the Regular Price.
- Click the "+ Add Row" button to add a new row to the grid.
- Click the Trash Can icon to delete a row from the grid.
- Any quantity of utilization ranges (rows) between 0-100 can be added. But they cannot overlap.
- If there is an undefined gap in the utilization ranges, and the calculated tee sheet utilization falls within that gap, the price offered for those tee times will not be adjusted by Dynamic Pricing, and will default to the Regular Rate.
- A "Block" on EZTee PRO is ignored when calculating utilization. Only booked or un-booked tee time slots are used.
- If applying rules per day of week, you can easily setup 1 day and then use the Copy Day function to apply to other days of the week.

Price by Days-Out and Tee Sheet Utilization

By combining the two Dynamic Pricing options, tee time pricing can be managed with much greater detail.

For example, in the screenshot below, the Course Manager has stated:

"For bookings that occur 0-1 days in advance, for Monday tee times, if my tee sheet is 0-50% utilized (full) within a Daypart, I want my pricing displayed at 80% of the regular rate - (a 20% discount). But once utilization reaches 51%, my regular rate will be displayed."

Other Dynamic Pricing Features

Disable Dynamic Pricing for Specific Greens Fee Types

Within the Fee Maintenance module, you can set a fee type to not be influenced by Dynamic Pricing. This is useful for certain basic fee types where you want the price to always remain static, such as a Twilight or Early Bird rate.

1. Using EZTee PRO v8.1 or higher, go to Maintenance menu > Configuration > Fees/Pricing.

2. Choose the button labeled "Your Fee Catalog".
3. In the grid, check "No DynPr" for fees you do not want impacted by price adjustments.
4. Save your changes.

Disable Dynamic Pricing for Specific Dates

Dynamic Pricing adjustments can be turned off for a specific date from the main screen of the EZTee PRO software.

1. Within the Information Center on the left side of the screen, open the Day Settings section.
2. Click the option to "Disable" Dynamic Pricing.
3. To re-activate it, click the link again and it will change back to "Enabled".

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Disable or Enable Dynamic Pricing for Specific Channels

You control the channels that may use Dynamic Pricing. For example, you may never want to apply Dynamic Pricing to a "Member" channel.

1. Within your EZTee PRO software, go to Maintenance menu > WebMarket Administration.
2. Choose the "Channel Controls" tab.
3. Set channels to "Yes" if you want them to appear in your Dynamic Pricing configuration screens.
4. Set channels to "No" if you will never apply Dynamic Pricing strategies to them.

Channel View Changes

When using new Dynamic Pricing, Price Windows inside of strategies cannot overlap. The Channel View Price Window dropdown has been removed because the system will automatically know what Price Window it will be booking at if a reservation is booked using the "Book As" feature.

Previous Screen Layout:

New Screen Layout:

To see what Strategy and Price Window are being applied to a channel, hover the mouse over the name of each channel. As seen below there will be a bubble that will display the channel name, strategy name, and a Price Window name if one is applicable.
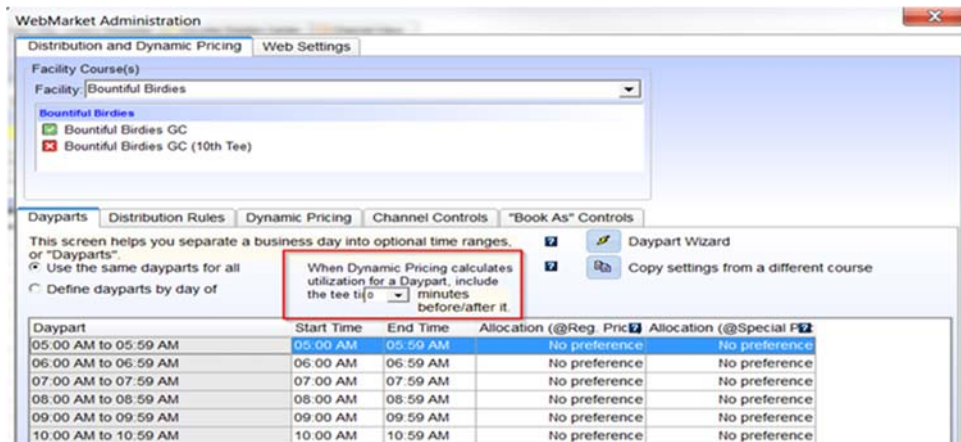
Elasticity

Dynamic Pricing Strategies that involve Tee Sheet Utilization apply adjustments based on utilization within a given Daypart. To extend the range of tee time slots used in calculation of utilization, the Elasticity feature should be used.

Elasticity is automatically activated when a course has a Dynamic Pricing strategy involving Utilization. To edit the setting, follow these steps.

1. Go to Maintenance menu > WebMarket Administration > Daypart tab
2. Choose the option for Elasticity.
Set the range (in minutes) of tee time slots before and after a daypart you want to be included in the calculation of utilization.

Example of Elasticity Usage:

- The manager at Bountiful Birdies Golf Club built a Dynamic Pricing strategy that uses Tee Sheet Utilization.
- He has Dayparts at his course broken into 1 hour (60 minute) segments.
- When someone searches online and gets back a list of tee time results, he wants the calculation of surrounding utilization for each of those tee times to not be limited to the Daypart the tee time resides in, but instead to extend 30 minutes before and after. So he sets Elasticity to 30.

- A golfer then does an online search. A tee time is available at 8:30.
- When calculating utilization, the system would normally look at the 8:00-8:59 time slots (corresponds to daypart). But instead, at 30 minutes of Elasticity, the range of time slots includes 7:30-9:29. This wider spectrum reduces the impact that price breaks, leagues, and other factors can have on a specific tee time, providing for a truer analysis for a period of time.

Notes:
- Elasticity minutes extend to the tee time slots before <u>and</u> after a Daypart.
- If Elasticity is set to "0", it is the same as disabling the feature.

Access Dynamic Pricing from a Web Browser

The Dynamic Pricing module can be accessed from the EZTee PRO software application, as well as a standard web browser.

1. To access it using a browser, go to http://course.ezlinks.com/dp
2. Login using your EZTee PRO username and password.

Supported browsers include Internet Explorer 11, Microsoft Edge, and Chrome.

MasterCard 2-Series BIN

MasterCard will begin distributing new cards that begin with the number 2. EZTee PRO is equipped to process those cards.

For more information, visit https://www.mastercard.us/en-us/issuers/get-support/2-series-bin-expansion.html.