



HYDERABAD GOLF CLUB

March 2009

CASE STUDY ON EFFECTIVE CLUB OPERATIONS USING SIMPLE SMART CARD TECHNOLOGY

INTRODUCTION:

Hyderabad Golf Club is the most prestigious family golf club in Andhra Pradesh. Located in the backdrop of Golconda, the club provides great scenery and great golfing experience. The club has sincere committee members and efficient staff to manage and run the operations on a daily basis. With many of the committee members having other responsibilities outside the club, the need for effective and clean operations was the need of the hour.

OBJECTIVE:

The main objective of the application was to allow the members to do cash-less transaction and provide 100% transparency in operations across all the departments.

This is the beginning of our relationship with Hyderabad Golf Club.

Conin Technologies has helped Hyderabad Golf Club with Smart Card hardware and software, and also integrated with other modules of Food & Beverages, Billing, Accounting, etc.

Conin's Smart Card Application (SCA) has been developed with 10 functions and features:

1. New Card Registration
2. Credit
3. Debit
4. Temporary Card Issue
5. Return Cards
6. Card Renewal
7. Replace Card
8. Entry
9. Non-member Registration
10. Non-member Card Return

The Smart Card Application has been successfully integrated with other modules developed by another company that specializes in hospitality sector applications. It was a seamless integration, and unless mentioned, no one can find out that applications from two different companies have been integrated.

RESULT:

Hyderabad Golf Club is the first club in Andhra Pradesh to use smart cards all across the club. Even day golfers get the cards for that day. All the members of the club use the cards successfully and are happy with the overall implementation of the system that eliminated cash transactions. Hence, clean operations.