

Producer of Motorized Golf Caddies Lowers Handicap through Real Time Technology



Client: Kangaroo Motorcaddies

The Challenge:

Secure communication between home and satellite offices which were running different computer systems and different servers.

The Solution:

MAS 90
MAS 200

John Raines,
Computer Coordinator,
Kangaroo Golf Products:

"Connecting our locations through the Internet as well as employing the MAS 90 software has had far reaching benefits. It has increased productivity throughout the entire company."

Golf, by design, was meant to be a stress free walking game. The many golfers who understand this premise prefer walking between holes rather than riding in golf carts. They are among those who enjoy the



nurturing rays of sunlight, savor the taste of fresh air, and relish the companionship that walking and chatting with others brings. To them, golf is more than a game: it's a delicious slice of life.

WALKING THE COURSE

Walking golfers also understand the underlying rhythm of a good game, a rhythm that is sustained from walking hole to hole, but is often broken by hopping in and out of a golf cart.

But those who walk the game know the strain that lugging gear can cause. Equipment is heavy and cumbersome to carry. A sore back can negate all the benefits a good walking game has to offer.

Fortunately, for the walking golfer, there is an alternative to the golf cart.

For over thirty years, Kangaroo Golf Products of Columbus, North Carolina has provided the means that allow golfers to

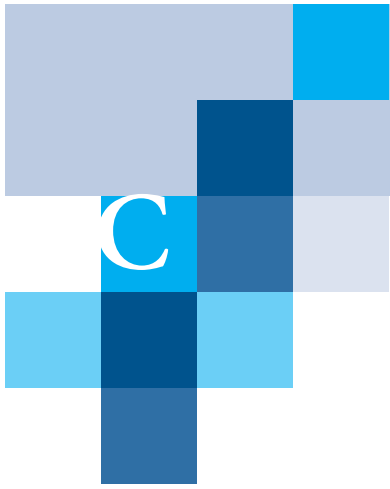
walk their game while transporting their gear on a motorized caddie. Over 200,000 golfers use Kangaroo Motorcaddies to maximize the pleasure and exercise that golf offers. Kangaroo Motorcaddies operate like luggage carriers, except they are motorized and smoothly move ahead of the golfer, like self-propelled lawnmowers. The motors are quiet and do not interfere with conversation or the enjoyment of the walk.

The staff at Kangaroo Golf Products works hard to provide their worldwide clients with state of the art Motorcaddies. A driving force behind that ability is Kangaroo Golf Products' belief that to best serve their clients, the company must be efficient and in top technological condition. And like its customers, Kangaroo Golf Products looks to minimize unnecessary strain so that it can focus on what it does best.

NEW MILLENNIUM; NEW COURSE

In 1998, Kangaroo Golf Products decided to ascertain if its systems would be safe from the uncertainties that the new millennium might bring. The changes that were necessary to make the company strain-free from possible Y2K challenges revealed the need for a total revamping of the company's systems

A major challenge that Kangaroo Golf Products faced was communicating with its Carson City, Nevada satellite office. The home office and the satellite office ran on different computer systems and each had its own server. This situation kept the company consistently one week behind since it needed to ship computerized tapes between offices. Parceling information between offices was costly in shipping, time, and productivity.



www.CompuData.com

2701 Commerce Way
Philadelphia, PA 19154
800.223.3282

2401 Whitehall Park Drive
Suite 300
Charlotte, NC 28273
888.889.3282

© 2004 CompuData Inc.
All rights reserved.

Running the offices on separate systems often impacted customer service. For example, if a customer would call for an item that was not in stock at the home office, the representative taking the call would have to call the customer back after he called Carson City to see if they had it. From the merchant's perspective, that created an undesirable time delay that could potentially cause an impatient customer to look elsewhere while waiting for his call to be returned.

"We serve customers throughout the world," said John Raines, Computer Coordinator for Kangaroo Golf Products. "It became necessary to have real time solutions so that we could continue to provide the superior customer service that Kangaroo Golf Products was built upon."

KANGAROO MOVES OUT OF THE ROUGH

Kangaroo Golf Products' staff members explained to CompuData representatives the strain that their once-useful technology was putting on the rapidly growing company. After assessing the company's needs, CompuData networked Kangaroo Golf Products' two locations through a Virtual Private Network (VPN) over the Internet and switched Kangaroo Golf Products' accounting functions over to MAS 90. As the company expanded, it was a simple task to migrate their technology to the next level — MAS 200.

With a third operation in Columbus, Kangaroo can now update all of its locations instantaneously and quickly view the inventory at all locations in real time while the customer is still on the phone.

"Connecting our locations through the Internet as well as employing the MAS 90 software has had far reaching benefits," said Raines. "It has increased productivity

throughout the entire company."

LOWER YOUR HANDICAP; RAISE YOUR BOTTOM LINE

Are you missing opportunities due to fragmented communications? Networking locations and even departments within the same facility can substantially add your bottom line and increase both productivity and sales. Real time business has become a global standard and customers expect immediate gratification. If you are not prepared to satisfy your customers' needs as fast as your competitors can, you could be losing business.

Don't let the strain of outdated or insufficient technology cost you business. Call CompuData today to discuss how you can enjoy a better bottom line and more time on walking the golf course.

