



Off the tee and into the target, data innovation drives global growth

Topgolf uses data to turn an age-old pastime into an immersive digital world, while creating a lifestyle brand synonymous with fun.



As Topgolf became a sports entertainment leader with 70-plus sites and big expansion plans, it adopted a standardized, scalable IT model supported globally. The scalable and repeatable IT implementation reduces the risks in new openings, ensures efficient operations and delivers unique, memorable guest experiences.

Transformations



Topgolf uses technology in innovative ways to connect guests and create fun and meaningful moments that matter.



Topgolf's data innovations have enhanced the game of golf, making it more accessible for all.

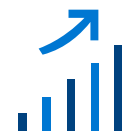
Outcomes



Offers guests immersive, differentiated and memorable experiences.



Gains insights to enhance guest experiences and inspire new applications.



Ensures venue and operational efficiencies to build profitability.



Provides a standardized, scalable IT model for confident global growth.

In 2000, twin brothers and avid golfers Steve and Dave Jolliffe had an idea that would revolutionize the driving range, an unlikely candidate for digitalization at the time. They sought to answer the timeless golf question: “Who hit the ball closer?”

But, to answer that question, they needed data. So they came up with an ingenious solution: Put a radio-frequency identification (RFID) chip — inspired by a micro-chipped dog collar — in a golf ball and then place an RFID reader out in the field to detect exactly where the golf ball lands. With the RFID golf balls and the innovative use of data, Topgolf was born.

Today, Topgolf Entertainment Group (TEG) operates more than 70 locations in six countries, with plans for up to 10 new sites each year. These venues feature climate-controlled outdoor driving bays, high-tech gaming, chef-inspired menus, artisan cocktails, music and event spaces. TEG serves more than 30 million guests a year.

Data-driven digital innovation

TEG has expanded into other digital platforms and technologies, too. One is Toptracer, a technology that traces ball flight in real time. Another is Topgolf Media, which extends its reach into the virtual world through Esports and online games. This expansion includes strategic partnerships with top corporate names. In 2021, Topgolf merged with Callaway Golf Company — one of the world’s leading makers of golf clubs, balls, gloves and other accessories — and set the stage for the future of modern golf.

According to TEG Chief Technology Officer Andrew Macaulay, the company lies at the intersection of technology and hospitality. “We’re using data insights to transform the sports-entertainment experience into an immersive digital world while creating a lifestyle synonymous with fun,” he says.

Creating moments that matter

In Macaulay’s view, Topgolf venues break down golfing’s biggest barriers. “It’s a hard game to play,” he says. “But at our locations, guests have fun being outdoors, wearing what they want, hitting



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balls, enjoying our music, being with their friends, having a good time. If they want, they can compete, no matter their skill levels. That helps differentiate us from other discretionary entertainment options like bowling or movie theaters.”

By bringing people together with creative technology, TEG designs an experience that goes beyond entertainment. “We have couples getting engaged every week because Topgolf is where they had their first date,” he notes. “We also have gender reveal parties where our outfield targets turn pink or blue. We make moments that matter for everyone.”

Diversity and inclusion is also important for TEG. Macaulay explains, “Traditional golf hasn’t been very diverse, yet Topgolf guests and employees are extremely diverse. So in all these ways, we contribute to society inclusiveness and enhancing people’s lives.”

Strategic innovation partner

Macaulay attributes much of TEG’s growth, success and continuing innovation to its strategic global partnership with Dell Technologies. When he joined TEG in 2013, the company had just 13 Topgolf venues. It was entering a major growth phase not only in its number of venues but also in developing innovative new services.

Examples of the latter include the World Golf Tour, the leading online mobile golf gaming app; Toptracer Range, which provides other driving ranges with Toptracer technology; and Swing Suite, an immersive golf simulator platform for hospitality and entertainment venues, hotels, resorts, offices and other locations. “We found much more than a technology vendor in Dell Technologies; we found a strategic innovation partner,” Macaulay says.

Dell Technologies delivers end-to-end solutions that enable TEG to grow and scale its existing platforms to meet current and future demands. “We’re expanding rapidly worldwide, so it’s critical that we have a global partner like Dell Technologies to help us scale and support our franchisees.”

A scalable hyperconverged infrastructure supports an extremely creative virtual model that creates a personalized experience for guests from the moment they walk in the door to tracking and analyzing their game progress. It also enables each site's food and beverage ordering process, including predictive analysis of ordering patterns that transform the typical dining experience. "It all helps to ensure operating efficiency and profitability at each Topgolf site while assuring that guest experiences are the best they can be," Macaulay says.

Brainstorming for the future

Macaulay's team analyzes anonymized usage data from the various Topgolf venues and TEG applications to enhance the guest experience and inspire new services. "We're confident in our future growth plans because Dell Technologies shares its development roadmaps with us," Macaulay says. "This lets us see what innovations are coming so we can dream up ways to take advantage of them."

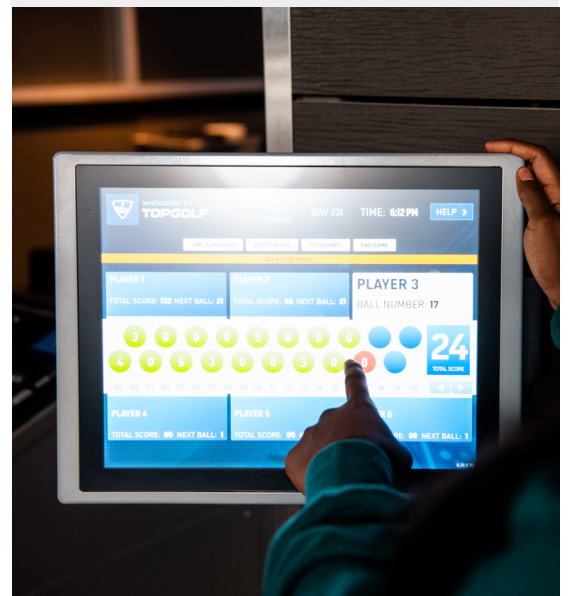
Dell Technologies end-to-end solutions provide a standardized, scalable IT model to support TEG's global growth. Macaulay concludes, "It's astonishing that my six-member infrastructure team runs a billion-dollar-plus business. But with Dell Technologies by our side, we're doing just that."



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