

LogicMonitor helps Topgolf players hit 50 billion balls by 2025 by providing exceptional experience

LogicMonitor helps Topgolf exceed SLAs and respond quickly to create memorable player experiences across its 100+ global outdoor venues.



INDUSTRY

Entertainment and technology

PRODUCTS

LM Envision

Customizable dashboards

SOLUTIONS

- + Hybrid monitoring and observability
- + Proactive issue detection
- + Comprehensive visibility

CHALLENGES > RESULTS

- + Monitoring complexity > Simplified with a single platform
- + Reactive issue management > Shifted to proactive with real-time alerts
- + Scalability issues > Enhanced with scalable agentless collectors
- + Operational blind spots > Eliminated with comprehensive visibility

KEY OUTCOMES



Reduced Mean Time to Resolution (MTTR) from 15 minutes to under 2 minutes for critical system issues, ensuring quicker recovery and minimizing disruptions to the player experience.



Increased operational efficiency by consolidating 10 disparate monitoring tools into a single platform, leading to faster issue resolution and reduced system downtime.



Enabled seamless business continuity and expansion, allowing Topgolf to open new venues with minimal risk, reducing operational inefficiencies, all without compromising the quality of the player experience.

Topgolf: Bringing more play to the world through technology

Topgolf is a global leader in golf entertainment, offering a wide range of experiences that appeal to both avid golfers and those who are picking up a golf club for the first time. With 100+ locations worldwide, its venues feature outdoor, climate-controlled hitting bays equipped with Topgolf's Toptracer technology that tracks each ball's flight path, distance and other metrics. Topgolf's entertainment model also includes multi-media content creation and global expansion through franchising, making Topgolf accessible to a wide audience.

As Topgolf Chief Brand Officer Geoff Cottrill said in an interview with Forbes,



We're hyper-focused on changing the face of the game of golf. We are dedicated to bringing more play and playfulness to the world.

Monitoring challenges from “bay to ball”

ENTERTAINMENT INDUSTRY CHALLENGES

Topgolf has to consistently provide a fun, engaging and innovative experience to earn its player's entertainment spend. To do this, the company is constantly evolving the experience it offers and powering it with the latest technologies like its high-tech bays powered by Toptracer, mobile game and app. The entertainment industry is heavily influenced by changes in discretionary spending, which means to maintain market share and keep players returning, Topgolf must stay attuned to their players' wants and needs. For Topgolf players, this means easy use of high-tech Toptracer-enabled bays, engaging media, innovative mobile game and app, and delicious food and beverage options.

As venues expand, the quickly growing set of entertainment technology devices and systems need to be integrated, monitored, and consistently operational. This includes the Toptracer technology, RFID-enabled golf balls and readers, point of sale (POS) systems, and AV systems that players interact with, as well as the behind-the-scenes technology that keeps the business running. Ensuring these systems stay up and running, regardless of the weather, is key to providing an interruption-free, immersive entertainment experience that meets player expectations.

TECHNOLOGICAL COMPLEXITY

Topgolf technology is committed to operating seamlessly in the background, so players can enjoy the gaming and social experience, including the mobile app for the check-in process, play experience, and post-visit surveys. This technology relies on a mix of hybrid cloud and on-premises infrastructure.

In addition to POS technology, Topgolf uses IoT devices like RFID chips in the balls and RFID readers in the ball dispensers and targets, and cameras for ball flight tracking to add to the experience, creating augmented-reality digital games like Angry Birds or Block Party across the outfield. All this technology needs to work together to create seamless player experiences.

IMPACT OF OUTAGES ON PLAYER EXPERIENCE

This technology is managed centrally out of Topgolf's corporate office. If one system goes down, it can impact all of Topgolf's locations, resulting in poor player experiences or lost revenue. In the best-case scenario, the player would still be able to play the game, but they may not get points for hitting the target, resulting in frustration and potential loss of repeat business. In the worst-case scenario, Topgolf would actually lose revenue, for example, if there's a point of sale issue or if the venue refunds the player for their poor experience.

A continuous, fast-paced experience is a priority. If players have to wait 30 seconds for data to move from connected devices to the cloud, conduct processing, and then return as stats before they see the tracked results of their great golf shot, it slows down the game and detracts from the fun and competitive nature of the experience.

VISIBILITY GAPS

The road to today's fantastic player experience has evolved from previous challenges. Several years ago, Topgolf faced significant issues with their existing monitoring approach. The use of multiple monitoring tools led to the challenge of not having one place to monitor all of their infrastructure. When technology went down, such as bays, POS systems, and AV equipment, this took staff away from making moments that matter.

In addition, these gaps resulted in slower mean time to resolution (MTTR), thus taking longer to fix the problem and resulting in business disruptions. Topgolf received many correlated alerts from their previous monitoring tool, but it was hard to implement and it could not keep up with Topgolf's growth rate of an average of 10 new venues per year.

“ Topgolf previously had a smattering of different tools that we had to log into separately and there was no real event correlation.

Mike Zvolanek, *Director of Global Infrastructure, Topgolf*

Issues were also impossible to proactively detect. This meant that the centralized IT team wouldn't know about a venue problem until a player had an issue and the venue manager called the support center. Something that would take five minutes to fix if instrumented or automated could take anywhere from 30–60 minutes to resolve, resulting in business disruptions.

Not being able to proactively identify issues and having to switch between multiple monitoring tools to locate the root cause became more dire as Topgolf's network expanded, leading to business disruptions and operational inefficiencies.


Although Topgolf had implemented automation, their IT team struggled by using too many disconnected tools, leading to blind spots and decreased availability of critical systems. Their legacy monitoring solution didn't integrate with incident management tools, ticketing systems, and the Change Management Configuration Database (CMCD). This limitation made it difficult to meet the increasing demand for better player experience alongside the necessary IT performance and visibility. Rapid growth and scalability are core to Topgolf's strategy, and addressing these monitoring challenges was critical to scaling, and ensuring seamless and enjoyable experiences for their players across all venues.

TOPGOLF NEEDED A COMPREHENSIVE HYBRID MONITORING SOLUTION TO:

- + Replace separate, disconnected tools
- + Provide clear insight into their infrastructure and the technology supporting gameplay in each Toptracer-enabled bay
- + Support a smooth mobile app experience for players moving across venues
- + Help IT teams to "stay ahead of the game" with a proactive monitoring solution that alerts them to issues before they become business-critical

GET PROACTIVE, NOT REACTIVE


The Topgolf leadership team knew that shifting from a reactive to a proactive approach was essential to ensuring seamless operation of player-facing systems, enhancing the overall player experience, and providing actionable data to support teams.

 *Our goal was to shift from being reactive to proactive. With LogicMonitor, we now see when things are trending poorly and get ahead of that before it impacts players and causes some sort of revenue-impacting event."*

Mike Zvolanek, Director of Global Infrastructure, Topgolf

Implementing LogicMonitor for comprehensive observability

Topgolf needed one comprehensive platform to integrate all monitoring data, from infrastructure down to IoT devices, at each golf bay. LogicMonitor was the clear choice due to its ability to deliver that single source of truth for the wide set of devices, apps, and hybrid infrastructure with its agentless solution.

 *We needed to be able to build our own custom data and meaningful dashboards and get things like game-based status into a single view."*

–Justin Lindsey, Senior Infrastructure Engineer, Topgolf

Further, LogicMonitor was able to meet Topgolf's needs for rapid growth, scalability, ease of deployment, and simplified management to support their global venue expansion. Topgolf required a monitoring solution that could keep up with their rapid growth rate, with minimal downtime and a quick onboarding process. Their previous solution couldn't handle that kind of scalability, but LogicMonitor's agentless collectors have no problem supporting the launch of new venues while reducing the risk of downtime and operational inefficiencies. LogicMonitor's customizable templates make the onboarding of a new venue a simple and seamless process.

LogicMonitor's customizable dashboards and data integration capabilities were also key considerations. Topgolf was impressed by LogicMonitor's commitment to helping them achieve their target of hitting 50 billion balls by 2025.

IMPLEMENTATION PROCESS

The implementation of LogicMonitor began with a proof of concept at a single venue. This allowed Topgolf to test and evaluate the solution's effectiveness in a controlled environment.

Topgolf chose LogicMonitor because it gave their IT and support teams a single pane of glass view into the infrastructure across all venues. With the LogicMonitor Observability platform, LM Envision, support engineers can directly address alerts and venue calls by visualizing the issue in real time. This eliminates the need to escalate to higher tiers of support, enabling faster and more efficient resolutions. In addition, they are actually seeing issues at a venue and often proactively resolving the issue before the player or venue is even aware of a problem.

Following successful testing, the IT team automated and standardized the rollout process across all venues. Topgolf now has a single, comprehensive view of their entire environment using LogicMonitor as their sole Observability solution.

Topgolf currently uses LogicMonitor to track core infrastructure devices at all venues, including TV monitors, light devices, sensors, and more, providing deep visibility and availability to every Topgolf bay. Key infrastructure components monitored include the network stack, POS systems, and game systems. Automation scripts were also developed to streamline deployment, ensuring consistency and efficiency.



TOPGOLF NOW HAS A SINGLE, COMPREHENSIVE VIEW OF THEIR ENTIRE ENVIRONMENT USING LOGICMONITOR AS THEIR SOLE OBSERVABILITY SOLUTION.

LogicMonitor connects technology with business insights to improve operational efficiency and player experience

OPERATIONAL BENEFITS

The consolidation of 10 different monitoring tools into one simplified IT operations and improved visibility across Topgolf's hybrid infrastructure, allowing them to address issues that previously went unnoticed.

From the infrastructure side, an advantage we saw with LogicMonitor was that we encountered numerous older servers with hardware failures that weren't being reported. Once we started pulling in all those iDRACs, we started getting bad DIMM modules, bad drives, which allowed us to get ahead of those before they went down and affected the player."

—Justin Lindsey, Senior Infrastructure Engineer, Topgolf

Topgolf can now proactively identify and fix issues, reducing downtime. Better visibility and data-driven insights help support teams to respond more effectively to potential problems, ensuring a consistent and enjoyable player experience.

BUSINESS OUTCOMES

Using LogicMonitor has led to significant business results for Topgolf. The time needed to fix issues was reduced, saving hours in troubleshooting and minimizing disruptions. The reliability and performance of player-facing systems improved, leading to a better player experience.

For example, Topgolf was aware of an issue with their legacy point of sale system that could potentially have led to a huge revenue impact.

Previously a playmaker (aka employee) would have to recognize the issue and call into support, with a 15-minute MTTR. Now Topgolf gets a real-time alert about the issue from LogicMonitor so they can address the issue without being notified by the venue. In addition, Topgolf is in the process of automating the resolution, reducing MTTR to less than two minutes.

In addition, detailed dashboards and reports now provide valuable insights, allowing executives and support teams to make informed decisions and understand the health of venues across the world. Using this data-driven approach, Topgolf has maintained its competitive edge in the entertainment industry.

Continuing to leverage LogicMonitor for growth and innovation

ONGOING OPTIMIZATION AND EXPANSION

With LogicMonitor, Topgolf can continue to adjust its monitoring configurations and alert settings to ensure optimal performance. The IT team is now exploring further integration of LogicMonitor with AWS services and other cloud resources.

Strategic partnerships, including collaboration with SHI, have supported Topgolf's rapid growth and technological advancements. This partnership has been instrumental in driving innovation and ensuring the seamless integration of new solutions to enhance operations and deliver exceptional experiences to players.

LONG-TERM VISION

Looking ahead, Topgolf is committed to using technology to further improve the player and playmaker experience. They plan to use data and insights from LogicMonitor to boost innovation and operational efficiency.

Topgolf aims to lead in the tech-enabled entertainment industry by continuously improving and expanding their offerings, ensuring players choose to spend their entertainment dollars at Topgolf. Success will play out when players hit 50 billion balls by 2025 – a goal LogicMonitor is proud to help power.



LogicMonitor continues to be a valuable partner of ours, constantly innovating and adapting to our growing business needs. Their dedication to staying ahead of the curve ensures our operations run smoothly, allowing us to focus on what matters most to us – bringing more play to the world and delivering exceptional experiences to our players.

Rafik Hanna, SVP, *Topgolf Technologies*

ABOUT TOPGOLF

A Topgolf Callaway Brands Corp. (NYSE: MODG) brand, Topgolf is the ultimate instigator of play. Thanks to our 100+ outdoor Topgolf venues around the globe, industry-leading Toptracer technology, mobile games and app, we're leading the charge of modern golf wherever our Players are. We offer a variety of tech-driven games, a top-tier food and drink menu, and a vibe focused on more play for all. Topgolf brands are on a mission to enable Players to hit 50 billion golf balls between 2022 and 2025. To learn more or make plans to come play around, visit topgolf.com.

ABOUT LOGICMONITOR

LogicMonitor® offers hybrid observability powered by AI. The company's SaaS-based platform, LM Envision, enables observability across on-prem and multi-cloud environments. LM helps IT and business teams gain operational visibility and predictability across their technologies and applications to focus less on troubleshooting and more on delivering extraordinary employee and customer experiences. For more information, visit www.logicmonitor.com and our blog, or follow us on LinkedIn, X, Facebook, and YouTube.