



“What had been a highly complex puzzle became a moment of great clarity.”

Country Club Enterprises

An enterprising solution to drive growth

When we learned about the unique complexities of the Country Club Enterprises golf cart business, we knew that the best solution would be a simple one.

Getting to know the game

Because Country Club Enterprises both sells and leases golf carts to clients under a variety of contract conditions, the business can get incredibly complex.

“At any one time we have about 13,000 vehicles on contract to a variety of customers. There are various service contracts that are coded and mapped differently – some include the costs of parts in the fee, some don’t, and different clients require different reporting cycles,” explained Russ Spencer, Country Club Enterprises’ Chief Financial Officer.

Around ten years ago, Country Club Enterprises decided to install a new Enterprise Resource Planning system.

“We obviously needed something that could handle that level of complexity,” said Mr Spencer. “But we were looking for an integrated solution too, something that could also help us improve our financial management, distribution and point-of-sale systems, as well as help us establish a customer relationship management capability.”

The company turned to the Pronto team, who immediately dedicated themselves to learning the ins and outs of a unique business.

Adapting to the conditions

In-depth discussions with the Country Club Enterprises management team resulted in Pronto being able to tailor a package for the unique requirements of the business. Using the Pronto Xi platform, several integrated modules were customised:

1. Service management
2. Distribution management
3. Rental management
4. Point-of-sale systems
5. Financial management
6. Customer relationship management

A solution suited to a tee

“I was here when Pronto Xi was installed nearly ten years ago,” said Mr Spencer, “and I believe it’s given us a huge competitive advantage. We have information at our fingertips and we are able to identify and respond to opportunities promptly and effectively.”

“In fact, I think our systems made the private equity buy-out more attractive and they certainly made it a lot easier to provide the enormous level of detail a prospective buyer requires.”

One of the other significant benefits for Country Club Enterprises has been simplifying the management of its clients’ very complex service contracts.

“There is quite a degree of complexity, which is hard to manage unless you have the right tools in place. Fortunately, Pronto Xi takes it all in its stride and provides that level of clarity you need,” said Mr Spencer.

“We also rent out carts. Unlike leased carts, vehicles we rent out stay on our balance sheet as assets – so that requires a whole different set of processes,” added Mr Spencer.

Country Club Enterprises sees Pronto as part of its long-term future.

“It’s a bit like our brains – we feel like we’re only using 10% of Pronto Xi’s capability,” said Mr Spencer. “We will be adopting the Advanced Warehousing and Service Mobility modules soon and we know Pronto will make it really easy.”

“We are able to identify and respond to opportunities promptly and effectively.”



Country Club Enterprises

- One of the leading distributors of golf carts in the New England area for over 30 years
- Employs 60 staff who lease or sell around 6,000 golf carts a year
- A history of strong growth
- Recently bought out by a private equity firm





“Transitioning the business to Pronto Xi was very smooth... even new staff find it really easy to pick up.”



Russ Spencer, Chief Financial Officer, Country Club Enterprises

The Country Club Enterprises scorecard

Country Club Enterprises sells, leases and rents out around 6,000 golf carts a year under a range of service contract conditions, making for a complex management task.

We Listened

and took the time to ensure we understood the complexities of the Country Club Enterprises business.

We Adapted

a wide range of our management tools to provide a unique and fully integrated solution.

We Revealed

a comprehensive, user-friendly package with a high degree of transparency, contributing to a recent buy-out by a private equity firm.

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Tailor-made business software solutions.

Pronto Software has been developing award-winning business management software for over 30 years. With in-built intelligence, flexibility and an easy-to-use interface, its flagship product, Pronto Xi, enables users to discover rich business insights.

Pronto believes in the power of actively listening to clients, adapting our product to meet their needs and finally revealing the best solution. It's how we continually surpass client expectations, delivering moments of utter surprise and delight.