



Case Study: PIKA WARP Appliance Powers First Fully Integrated Golf Course Reservation System

Customer: Telenium develops and sells high-availability IVR applications to golf courses, the transportation industry, and other corporate and government agencies. <http://www.telenium.ca>

Challenge: Provide golf courses with an all-in-one tee-time booking system that integrates web reservations with automated telephone reservations and a business PBX..

Solution: PIKA WARP Appliance

Benefits: First-to-market with DriveTheBall.com: a unique, cost-effective, easy-to-install, low maintenance automated web and phone golf course registration system. Reduced cost-to-produce by one third. Increased installation speed from two weeks to two days. Eliminated configuration and maintenance hassles. ...

Telenium is a pioneer in integrated voice response (IVR) systems. For more than 20 years, Telenium's staff has been developing real-time IVR processing solutions for high-availability applications such as payroll processing, telephone bill payment, 511 traveler information systems, and many others. "We actually started in the 1980s manufacturing IVR boards ourselves – because no one else was doing it," says Ray Senez, President of Telenium.

For the past 10 years, the company has worked with PIKA Technologies' voice processing boards. Recently, Telenium ported its popular golf course reservation system to the PIKA WARP Appliance. The result has been a first-of-its-kind product offering with dramatically lower costs and installation requirements that is enabling

Telenium to improve its foothold in the golf course market.

Automating Golf Course Reservations

DriveTheBall.com® is Telenium's golf course reservation system brand – it is also a web-based service that enables golfers to book tee times and book cart rentals at their favorite courses over the web. For golf courses that also purchase the IVR module, their customers can make telephone reservations via the phone, and the system updates DriveTheBall.com with real-time reservation information collected through the IVR.

When Telenium first released the system in 2001, the IVR component was PC-based. "To deliver an automated golf reservation system in the past, we used to have to install a computer with an IVR board and operating system – the whole thing. To integrate the system with the customer's phone switch used to take weeks," Senez remembers.

This cumbersome system came at a high cost: about \$3,000 for the hardware alone. "The highest failure rate was with the hard disks on the PCs," Senez remembers, "so our old IVR computers needed RAID devices, too – there was significant capital tied up in hardware." Configuring, supporting and maintaining a PC-based system was also costly, with many moving parts and frequent hard disk failures.

It's no surprise, then, that Senez and his team searched for a suitable platform with no moving parts. "We've been eagerly waiting for a non-spinning media for quite some time," he confirms. "We had started a search for an Asterisk-based appliance,

and we also looked at building something ourselves. So when PIKA announced the WARP Appliance, we jumped.”

An All-In-One Reservation System and PBX

The Asterisk appliance that Telenium needed had to be flexible, with a development environment for custom IVR development and the ability to support Telenium’s own IVR scripting language. Senez says they got more than they had hoped for. Not only did they successfully port the golf application to the WARP Appliance, they have also integrated a VOIP phone system into the solution.

“The system can be installed as a total package including telephone, Internet, and pro-shop reservation system – or it can be installed in modules starting with the web-based reservation system,” Senez explains. “Now we don’t have to integrate a phone switch with a PC. It’s all-in-one – we just plug in the new box, plug in IP phones, and that’s it.”

The integrated solution sets Telenium apart in its market with the only offering of its kind currently available. The system’s flexibility is also unique. “We’ve been able to meet some unusual customer needs,” Senez notes. “In one case we installed it at a golf course that had a traditional phone at the 9th tee so that golfers could phone the snack shack. The FXS ports on the WARP Appliance enabled us to keep that 9th-tee phone by setting up automatic ring-through on the analog device.”

Great Future Potential

When Senez first tested the PIKA WARP Appliance, he set it up as a phone system at his cottage, where the only connectivity is wireless high-speed Internet. “It works so well that I can be at the lake and the office at the same time,” he says. And that has inspired him to think about new applications that Telenium can offer its customers.

“The system can be very attractive to businesses with satellite locations.” In fact, Telenium is already using the new system to support a customer that manages three golf courses, enabling free long-distance calling between the company’s head office and one of its properties. “What used to cost \$15,000 to do, you can now do for \$2,000,” he says. “There is huge potential here for headquarter-to-satellite office applications.

He also foresees a time in the not-so-distant future when his company won’t need to send out a technician to install the system. “The complexity of installation is so minimal now, and we’ve eliminated VPNs and the network configuration issues that we used to deal with. We aren’t drop-shipping just yet but I can foresee a day where that will be possible.”

The PIKA Advantage

With two decades of experience in this industry, we are recognized for earning strong relationships with our customers around the world by delivering direct, expert technical support. Headquartered in Ottawa, ON, Canada, our company has ranked in The Branham300, an authoritative ranking of successful Canadian high tech firms, for seven consecutive years. PIKA also won Product of the Year Award from OCRI (Ottawa Centre for Research and Innovation) in 2009.

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