



SYNC

IT'S HOW THE GAME IS ONE!

Brunswick®
Experience is Everything.

Sync Drives Traffic, Sales, and Repeat Visits

Sync™ is the revolutionary cloud-based scoring and management system that enhances the bowler experience to drive traffic, increase average sales, and encourage repeat visits.

Brunswick took the four segments essential to maximizing revenue—open play, birthday parties, group events, and leagues—and developed Sync to optimize your center's interaction with each of them. At its core, Sync uses advanced technology to enhance the bowler experience, automate marketing, and provide comprehensive center management, all focused on increasing sales and profits.

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Since installing Sync, we've seen our food and beverage sales increase 23 percent and open play lineage increase by 13 percent. We've also been able to justify increasing our bowling prices due to the investment in our center. We've increased our sales enough to get a return on our scoring investment in less than three years. We believe our sales increases are in large part due to Sync's marketing capabilities and the fact that bowlers love the look and feel of the system.

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ANDY CARL WEST SEATTLE BOWL



EVERY STAGE OF THE CUSTOMER EXPERIENCE IS ADDRESSED. SYNC KEEPS YOUR CENTER TOP OF MIND DURING THE DECISION PHASE; STREAMLINES AND PERSONALIZES CHECK-IN; PROVIDES ENHANCED CUSTOMER SERVICE AND ONE-OF-A-KIND SCORING AND GAMES; AND CREATES A POSITIVE DEPARTURE EXPERIENCE.

Enhancing the Bowler Experience to Increase Average Sales and Return Visits

From games to graphics to customer service features, Sync™ creates a one-of-a-kind, in-center experience that inspires customers to stay longer, spend more, and come back again and again.

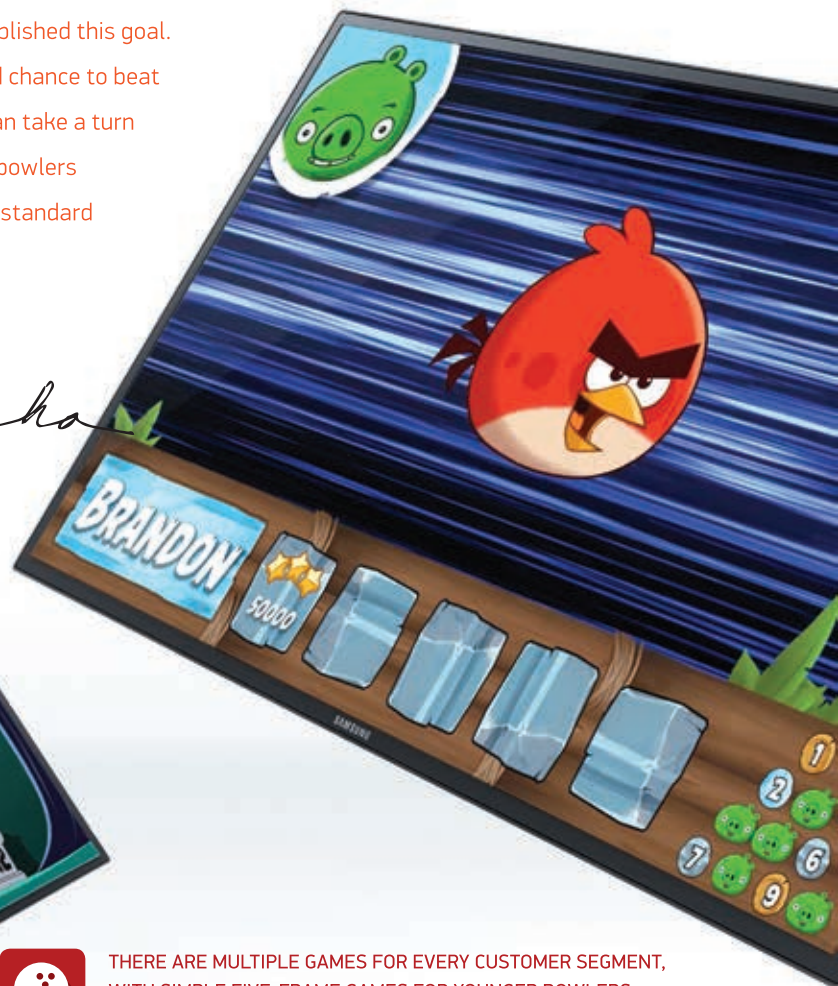
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It's important that the scoring system addresses the needs of both casual and competitive bowlers; Sync has accomplished this goal. With the new games, casual bowlers have a good chance to beat a more experienced bowler, and young children can take a turn more often so they stay engaged longer. League bowlers like the easy-to-read score sheets and stats the standard scoring selections offer.

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Theresa M. Trecha

THERESA TRECHA, CAPITOL BOWL



THERE ARE MULTIPLE GAMES FOR EVERY CUSTOMER SEGMENT, WITH SIMPLE FIVE-FRAME GAMES FOR YOUNGER BOWLERS, ENHANCED STATS FOR LEAGUES, AND THE BRAND POWER OF OUR EXCLUSIVE ANGRY BIRDS BOWLING. SEE ALL OF OUR GAMES AT WWW.BRUNSWICKBOWLING.COM/SYNC-GAMES



SYNC ENHANCES CUSTOMER SERVICE FOR ALL BOWLERS. WITH ON-LANE ORDERING, GUESTS CAN REQUEST FOOD OR DRINKS ON THE SPOT. IF THEY NEED HELP, THE FRONT DESK IS JUST A CALL OR TEXT AWAY.



THE NEW SYNC PASSPORT ENTICES BOWLERS TO RETURN WITH A ONE-OF-A-KIND STAT TRACKER AND FITBIT-STYLE DASHBOARD THAT PROMOTES FRIENDLY COMPETITION AND DELIVERS TARGETED, PERSONALIZED SPECIAL OFFERS.

Marketing Automation that Drives Traffic and Sales

Brunswick takes the guesswork and excessive labor out of effective database marketing. Sync™ seamlessly tracks the effectiveness of your campaigns, telling you how much additional revenue is generated with each redemption. Rather than simply rewarding regular customers with discounts, Sync helps you drive traffic from new or less-active customers with personalized offers.

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The Sync CRM is not only efficient, but it's also an effective campaign marketing tool that has taken our advertising to another level. It's simple to schedule and plan out our upcoming events, and the featured campaigns take out all of the guesswork. Having all my marketing available in the cloud, allowing me to work wherever or whenever I need, is amazing. I can also work collaboratively with my team, providing them access to take on marketing tasks, freeing up my time while growing their skills.

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ROCKY BUSH, MEL'S LONE STAR LANES



USING CLOUD TECHNOLOGY, SYNC AUTOMATES DATA COLLECTION TO KEEP CONTENT ACCURATE, AND LETS YOU ACCESS DATABASE AND MARKETING TOOLS FROM ANYWHERE, AT ANY TIME.



SYNC PROVIDES AUTOMATED, CUSTOMIZABLE EMAIL AND SOCIAL MARKETING CAMPAIGNS DESIGNED TO DRIVE AWARENESS AND TRAFFIC.





IN-GAME ADVERTISING ALLOWS CROSS-SELLING THAT DRIVES F&B AND OTHER INCREMENTAL SPENDING.



Integrated Center Management for Increased Revenue

Every customer touch point, from decision to departure, is addressed in the industry's most robust, feature-rich POS—the only one that gives you powerful insights to improve your business. Unlike any other management system, Sync™ runs your entire center (lanes, bar, restaurant, other attractions) with fully integrated marketing, reservations, and POS.

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Sync is definitely improving our bottom line. Customers engage employees less often due to the intuitive layout and enhancements, which means we have less downtime between lane turns. We are also able to weave in customized advertising to cross-promote and drive additional revenue with daily specials, arcade promotions, and special events.

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CHRIS MOHRHARDT, INCREDIBLE MO'S



HANDHELD DEVICES IMPROVE
STAFF EFFICIENCY AND
CUSTOMER SERVICE.



SIMPLE, CUSTOMIZABLE OPERATION SCREENS PROVIDE EASY TAB MANAGEMENT, COMPREHENSIVE REPORTING ACROSS THE CENTER, AND ENHANCED F&B MANAGEMENT.



SYNC'S ONLINE RESERVATIONS SYSTEM TAKES PAYMENT FOR ADVANCED DEPOSIT; CAPTURES RESERVATION DETAILS, AND AUTOMATICALLY TRANSFERS TO LANES UPON ARRIVAL; AND ALLOWS YOU TO EASILY UP-SELL.

Advanced Technology for Maximum ROI

Brunswick incorporated the latest technology to bring the first cloud-based scoring and management system to the bowling industry. Sync™ provides what you need today and the technological staying power to provide what you'll need down the road.



CLOUD TECHNOLOGY PROVIDES SEAMLESS INTEGRATION BETWEEN MARKETING, RESERVATIONS, AND POS. VITAL CUSTOMER DATA IS PROTECTED FROM LOSS DUE TO CATASTROPHIC EVENTS.

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The real game changer is the Brunswick Cloud. It's easy to create and maintain our marketing campaigns from anywhere. It's a powerful and flexible cloud platform created specifically for a proprietor's needs. Brunswick has created something I would expect from the likes of Amazon or Google. Sync is innovating far beyond a scoring or a point of sale system.

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TAYLOR COMEAU, ROYAL PIN





IT ALL ADDS UP TO A SINGLE, EASY-TO-USE SYSTEM THAT ALIGNS CUSTOMER INTERACTION WITH CENTER OPERATIONS TO DRIVE TRAFFIC, INCREASE SALES, AND ENCOURAGE REPEAT VISITS.



SYNC'S SLEEK, INTUITIVE DESIGN MEETS THE TECHNOLOGY EXPECTATIONS OF TODAY'S CONSUMERS. ITS EASE OF USE REDUCES TIME SPENT HELPING CUSTOMERS ON THE LANE, LETS YOU DO MORE WITH LESS STAFF, AND SIMPLIFIES TRAINING.

The Benefits of Brunswick

For more than 125 years, Brunswick has manufactured and perfected the equipment that has driven the rise of the bowling business—from automatic pinsetters to Cosmic Bowling®. No other equipment manufacturer has contributed so much ingenuity to the game over so long a time.

That tradition of game-changing innovation continues to this day. Indeed, no one beats Brunswick for the intelligence, functionality, and overall value that we build into each and every piece of bowling equipment. Whether you're modernizing an existing center or building a brand-new one, Brunswick has everything you need. Call your Brunswick representative today to learn more.



BRUNSWICK BOWLING
PRODUCTS IS THE
EXCLUSIVE CAPITAL
EQUIPMENT PROVIDER
FOR ALL USBC
CHAMPIONSHIPS.

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My family has worked with Brunswick since Eisenhower was president. It's about the people behind the product as much as the product itself. We know we can count on Brunswick for exceptional service.

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JOE LASPINA, MAPLE FAMILY CENTERS

Brunswick®

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