

E-Business Working Group

Colin Donovan

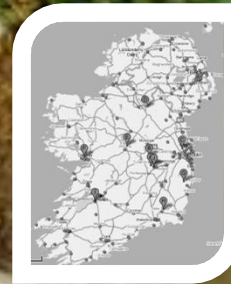
Chairman of the Working Group

Golf E-Business Strategy

Working Group Members

- Colin Donovan(Chair) Mount Juliet House Hotel**
- Roddy Carr Killeen Castle Golf Club**
- Justin Farrell North & West Coast Links**
- Joe Russell Doonbeg Golf Club**
- Eamonn Kennelly Golf Vacations Ireland**
- Karen Hope NITB**
- Brian Harte Tourism Ireland**
- Keith McCormack Fáilte Ireland**
- Michelle McGreevy Fáilte Ireland**

Golf E-Business Working Group



Ebusiness terms of reference

- Theme:** To make Irish golf more accessible (eBusiness approach)
- Objective:** To deliver recommendations on an eBusiness solution around:
1. How to increase tourist visitor revenue?
 2. How to get access to new customers?
 3. How to facilitate bookings?
 4. Who is responsible?

**Proposed industry
solution :**

1. New website
2. With an availability search and
Booking engine was the answer.



**How do we best
achieve our
objectives?**

Ebusiness terms of reference

Theme: To make Irish golf more accessible (eBusiness approach)

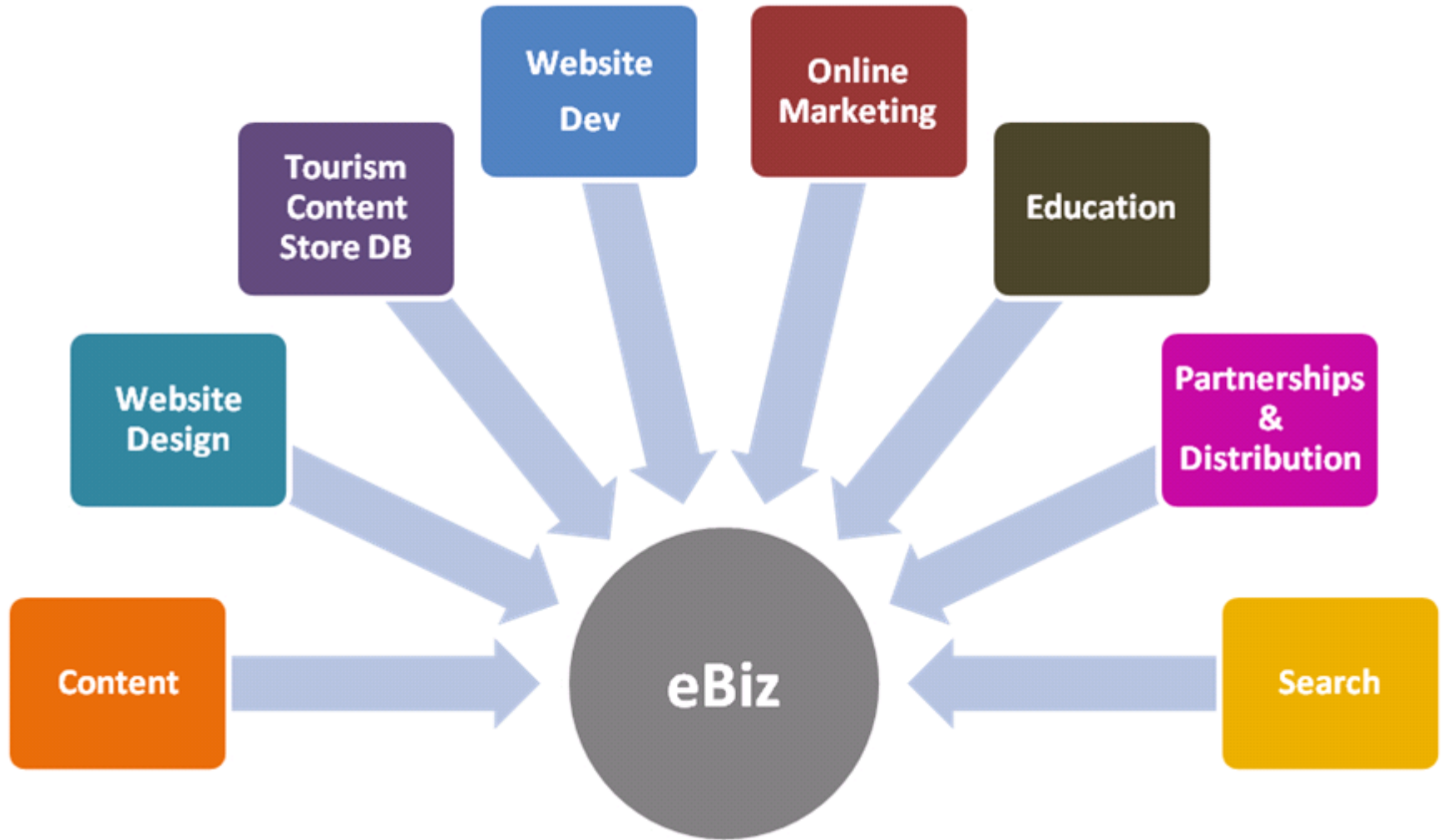
Objective: To deliver recommendations on an eBusiness solution around:

1. How to increase tourist visitor revenue?
2. How to get access to new customers?
3. How to facilitate bookings?
4. Who is responsible?

Initial solution : New website
With an availability search and
Booking engine was the answer.

Proposed solution: A digital strategy that utilises all aspects of online activities

E-Business Projects



Content



Web design

Golf - Windows Internet Explorer provided by Failte Ireland

http://www.discoverireland.ie/golf.aspx

File Edit View Favorites Tools Help

Golf

Home Accommodation Special Offers **Things to See & Do** Festivals & Events Destinations Getting Around

DiscoverIreland.ie » Golf


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Golf

Whether you golf off a single digit handicap or just play for pleasure, you can enjoy some of the best courses in the world here, right on your doorstep.

With challenging courses and award-winning accommodation, when it comes to a golf break in Ireland, you're spoilt for choice.

Or why not plan a trip to some of our great golf events, including the 3 Irish Open, taking place this summer.



Find a Festival or Event

County: Select County Town: All Towns

Type: All Festivals & Events Search

Date From: Date To:

Find Accommodation

County: Select County Town: All Towns

http://www.discoverireland.ie/Things-to-See-and-Do.aspx

Trusted sites 100%

start 6 Microsoft Office O... Golf - Windows Inter... Microsoft PowerPoint ... EN Desktop 16:14

Web design

Golf - Windows Internet Explorer provided by Failte Ireland

http://www.discoverireland.ie/golf.aspx

File Edit View Favorites Tools Help

Golf

Find Things to See & Do

County: Select County Town: All Towns

Activities Sights & Culture

Type: All Activities Search

3 Irish Open
Don't miss the Open this Summer

Ladies Irish Open
AIB Ladies Irish Open in August

The Solheim Cup
Ireland to welcome the Solheim in 2011

Golf events
Find out what's on in golf.

Regional highlights
Destinations around Ireland.

Find a course
Take your pick from 345 great courses.

Special offers
Get the best golf deals with our offers.

Golf passes
Play some top courses with our golf passes.

Golf operators
Plan your golfing trip with the help of experts...

Special Offers
[Get great value breaks in Ireland](#)

Special Offers Things to See & Do Festivals & Events Destinations Accommodation Getting Around

Trusted sites 100%

start 6 Microsoft Office... Golf - Windows Int... time_to_play_digita... E-Business present... EN Desktop 16:15

Web design

The Ladies Irish Open 2010, Ireland - Windows Internet Explorer provided by Fáilte Ireland

http://www.discoverireland.ie/Search-Results/Details.aspx?touristItemID=80243

File Edit View Favorites Tools Help

The Ladies Irish Open 2010, Ireland

Home Accommodation Special Offers Things to See & Do Festivals & Events Destinations Getting Around

DiscoverIreland.ie » Search Results » Details

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The Ladies Irish Open 2010

Details Map Things to See & Do Nearby Festivals & Events Nearby Accommodation Nearby Special Offers



Web: www.aibladiesirishopen.ie
Web: www.killeencastle.com
Web: www.discoverireland.ie/Eastcoast.aspx
Web: www.solheimcup.com

Description:
The 2010 AIB Ladies Irish Open, supported by Fáilte Ireland, will take place on 6th - 8th August, at Killeen Castle, on the Jack Nicklaus Signature designed course, which will also host the 2011 Solheim Cup.

It is anticipated that the move to August in the week immediately following the Ricoh Women's British Open, will attract some of the biggest names in ladies golf, not only on the Ladies European Tour, but also on an international level, as it is presently a free week on the ...



Route Planner

Events

start

6 Microsoft Office... The Ladies Irish Op... time_to_play_digita... E-Business present... EN Desktop 16:17

Web design



- Home
- Accommodation
- Special Offers
- Things to See & Do
- Festivals & Events
- Destinations
- Getting Around

DiscoverIreland.ie • Golf

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Golf

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Find a Festival or Event

County: Town:
Select County: All Towns:
Type: Search:
Date From: Date To:

Find Accommodation



Time To Play

The only thing better than the golf here in Ireland are the stories people tell about their experiences. There has never been a better Time To Play.

Have you heard about the time...



A woman lost a ball but found a friend for life?
[Read on »](#)



A four ball from Jump bumped into a ghost?
[Read on »](#)



3 Irish Open
Don't miss the Open this Summer



Find a special place to stay
Take your great golf trip to the best of Ireland



Ladies Irish Open
AIB Ladies Irish Open in August



Special offers
Get the best of our offers



Time To Play

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Special Offers

Latest Offers
Leisure Breaks

Things to See & Do

Irish Golf
Irish Walking Holidays

Festivals & Events

Events Search
Irish Festivals

Top Destinations
Counties & Regions

Places to Stay
Bed & Breakfast

Route Planner
Explore Ireland

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Designed and Developed by [Sinnéir](#)

Web design

What's on | Lifestyle | Activities | Culture and sights | A-Z | Listings



Home » Things to see and do » Activities » Golfing »


Golfing

Search

Add this page to My Ireland

Golfing Greats

Golf Digest Ireland, a franchise of the world's best-selling golf magazine, has selected its Top 100 golf courses in Ireland. For a taster of what courses are included in this list, here are 15 of the best



Fringed on all sides by the sea and with a landscape that is spectacularly varied, a golf break in Ireland is one you will never forget.

Hidden gems

Escape the crowds with golf courses that are far from the obvious, delightful to play on and absolutely affordable...

See all hidden gems



Golf Tour Operators

Book your golf break with our US & Irish based operators

Golf passes

Get great deals with our golf passes

Great golfing vacation deals

Browse our partners latest deals

Time To Play

Tell us your favourite Irish golf story and you could win a chance to have it featured in our next ad campaign. Read the stories below to hear how much other visitors to Ireland enjoyed their trip.

Have you heard about the time...

A woman lost a ball but found a friend for life?

It could happen to a Bishop. But in this case it didn't. It happened to Julia Kraus. A driver off the tee proved to be a bit too ambitious. Straight into the thick stuff. While searching... [Read on»](#)

An American drove one straight into the Atlantic?

Michael Dwyer grew up in the Bronx. A tough neighbourhood. Baseball was the sport that captivated most of the kids. But not Michael. His Grandfather, Dermot Dwyer, played... [Read on»](#)



Time To Play

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Book your tee times online



Explore larger map view

Book your tee times online

Tee Times

Book your tee times online and find great offers in 34 exquisite golf courses

EbookIreland

Search and book tee times online on a selection of courses across the island of Ireland

Golf Booker

Europe's premier online golf tee times reservation system for Ireland

Register for our ezine

Keep up to date with news and offers from Ireland



Home

Accommodation

Things to See & Do

What's On

Places to Go

Special Offers

Getting Around

Golf Course Search



Welcome to Fáilte Ireland's integrated golf search. This search will search a number of websites and return the results to a single screen. Once you select the course you would like to book, you will be taken to their preferred booking site and the transaction will be handled by them. We simply provide access to the booking option in a centralised search making it easier to work out what sites have availability for you preferred time.

SEARCH COURSE

Mt Julliet

Date: 1-9-09



[Advanced search](#)

SEARCH

Search Type

Post Code

5 Miles

Search By Area

County:

Course:

This is the start of the search process. Here the user will type in the course and the date they would like to play.

Note: there is an advance search option. Radius search, Postcode, actual times, Region, Towns

...ion has been typed
... In the background
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... result onto the next
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Online Marketing – CRM development

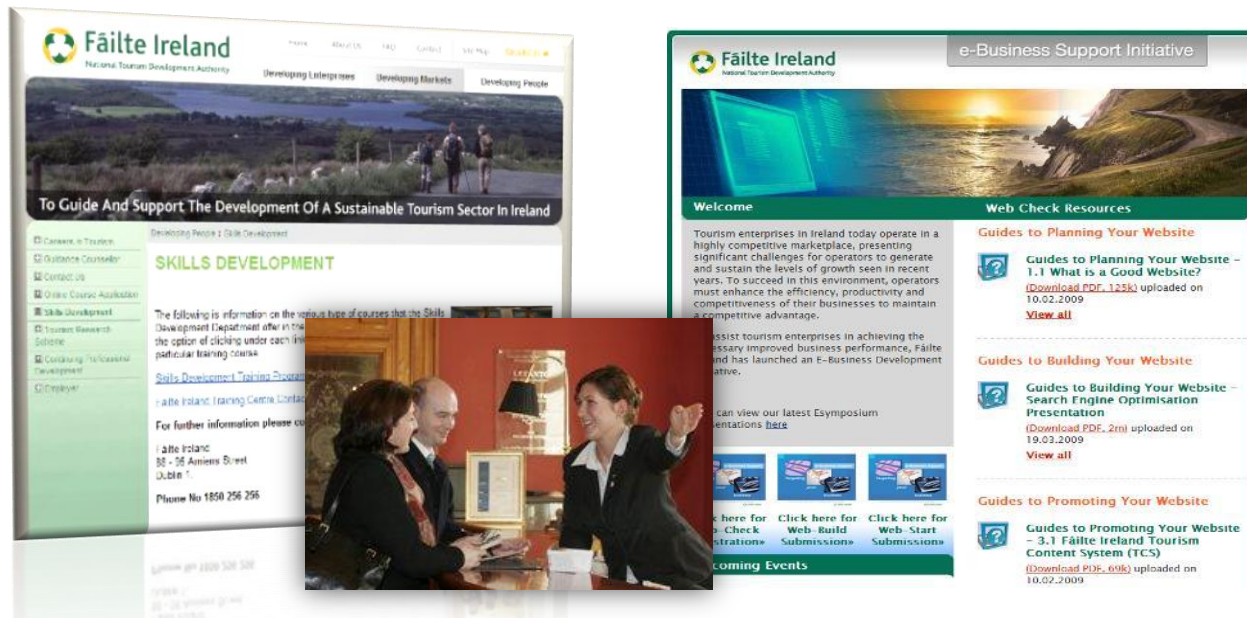
The screenshot displays the Microsoft Dynamics CRM interface within the Microsoft Outlook application. The window title is "Microsoft Dynamics CRM - Microsoft Outlook". The interface is divided into several sections:

- Folder List (Left):** A tree view showing folders for "Mailbox - Henry Ailes" (including Calendar, Contacts, Deleted Items, Drafts, Inbox, Journal, Junk E-mail, Notes, Outbox, P150 Backup, Sent Items, Spam Mail, Sync Issues, Tasks, Search Folders, and Archive Folders) and "Microsoft Dynamics CRM" (including Deleted Items, Marketing, Resource Center, Sales, Service, Settings, and Workplace).
- Search Bar (Top):** A search field with the text "outlook:\Microsoft Dynamics CRM" and a search button.
- Main Content Area (Right):** Titled "Microsoft Dynamics CRM - Microsoft Dynamics CRM", it features a heading "Which area would you like to work with?" and five options:
 - Workplace:** Localize viewing of key record types for salespeople, marketing staffers, customer service representatives (CSRs), and service schedulers. View My Workplace and any new record types the organization created. Change the Workplace settings based on your personal options.
 - Sales:** Work with leads, opportunities, accounts, contacts, and lists. Maintain information about competitors and manage sales literature. Create quotes and convert them to orders and invoices. Create and view quick campaigns.
 - Marketing:** Create and manage marketing lists and design campaigns. Track planning tasks, campaign activities, and campaign responses. Create and view quick campaigns. Manage sales literature. Work with leads, accounts, contacts, and products.
 - Service:** Provide customer service through cases, handle contracts, and create articles in the knowledge base. Work with accounts, contacts, and products.
 - Settings:** Create and edit announcements, business units, users, security roles, and teams. Set formats for system settings, privacy settings, and languages. Select system options for e-mail, marketing, and customization.

The Windows taskbar at the bottom shows the Start button, system tray icons, and several open applications: Microsoft Dynamics CRM, CRM screen grab - P1..., Screen Grab - Message, BOC - Homepage - P1..., and Microsoft Office Pictu... The system clock shows 10:10.

Education

- Web Check
- Distribution and negotiation
- Tailored training for golf courses



Golf Industry Benefits package still on course!

- Easier for consumer to find and book tee times
- Increased online promotion and exposure – both domestically and internationally
- International/Domestic consumers can better experience your product online
- Improved golf industry ebusiness support programme
- Improved targeted marketing platform