# Case Study

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## The UK Fire Service Golf Section uses GolfAppLive for all major tournaments

FSSAA Fire Service Sports Athletic Association Golf Section represents all fire services across the UK which have an official golf section. FSSAA organizes, manages and supports local, regional, national and international golf events involving members of the fire service.



| | Player | Hcp | Team | Round 1 | F9 | B9 | B6 | B3 | Total | Plyd | Pos |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Graham Audis | 10.3 | GolfAppLive | 91 | 47 | 44 | 29 | 16 | 91 | 18 | 20 |
| 2 | John Clark | 8.9 | Sapphire | 92 | 49 | 43 | 27 | 15 | 92 | 18 | 21 |
| 3 | Geoff Baker | 13 | Sapphire | 94 | 49 | 45 | 30 | 17 | 94 | 18 | 23 |
| 4 | Ray Roader | 13.6 | GolfAppLive | 96 | 45 | 51 | 34 | 17 | 96 | 18 | 25 |

Up to 7 events are organized each year, the most complex of which is the Sheriffs Cup. This event is 52 years old and is their "Major" with 200 players in teams of 4. The first day is a "pairs better ball" and the second day is "singles". All scores (gross and nett) count towards the team total for the overall champions.

In addition, there are also separate pairs and singles competitions with a total of 28 prizes. As each player can only win one prize this further complicates the administration of this event.

### BENEFITS

*Download the app from the mobile device store:*

*Apple, Google, BlackBerry or Amazon*

*Live leaderboard seen on smart phones, tablets & on clubhouse screens*

*Works in Portrait & Landscape mode*

*Electronic scorecards can be printed & emailed*

*Up to date hole by hole guides*

### Organizers & Sponsors

*Organize exciting & memorable events*

*Maximise branding opportunities*

*Provide up to date results to a broader audience*

### Administrators

*Reduced stress in organizing events*
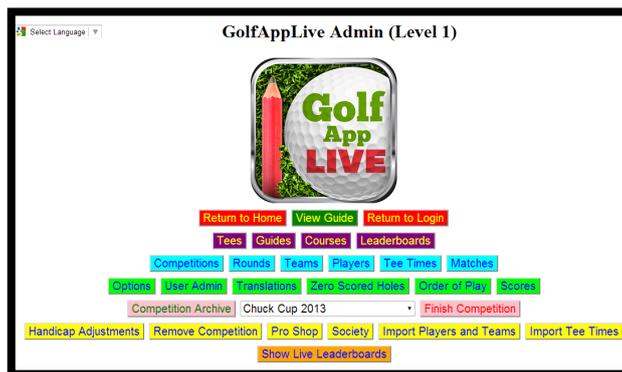
*18 pre-configured leaderboards*

*Easy to use, reduced set-up time*

*Instant results capability*

**LiveAppStudio Inc**

*GolfAppLive has been developed by LiveAppStudio Inc which has a team of IT professionals experienced in developing, marketing and selling Mobile Applications on a variety of smart phones and tablets for a number of different uses, including those required by multi-national companies. Customers include The Aspiration Group, Castlewood Country Club, The UK Fire Service, Sports and Athletics Associations and golf societies, such as Studham FC Golfers.*

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## Benefits to Players, Organizers, Administrators & Sponsors

GolfAppLive has greatly reduced the amount of preparation work and administration of events such as the Sheriffs Cup. The stress involved in organizing and administering a tournament or competition is practically eliminated by the GolfAppLive framework provided to set it up, run and finalize the details of the whole event. It's simple to use and processes are streamlined to minimize overall set-up time and tallying the results. Records and results are accurate, reducing the time to process scores. Unnecessary errors that may result in disqualifications never occur.
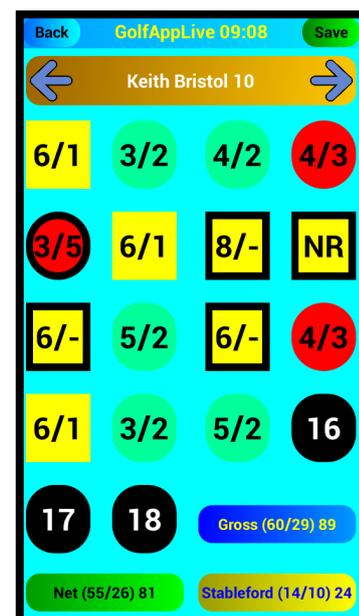


Our event sponsors maximize their branding by adding their logos on the leaderboard which generates a pro tournament experience.

Dean Elliott, National Secretary of UK Fire Service Golf Section said, "We continue to use the software at all of our events and our players are now expecting to see GolfAppLive as part of the event structure. Since the introduction of the Live Leaderboard, administration and delivery of the final results has greatly improved in terms of speed and accuracy. The UK Fire Service Golf Section is proud to be associated with GolfAppLive".

### About GolfAppLive

GolfAppLive increases the excitement of a tournament or competition to the participants by providing a live leaderboard. It also  extends the whole experience beyond those playing in it. Now non-participants, friends, family, colleagues and co-workers can be invited to join in the event underway at the club. GolfAppLive is designed for clubs, associations, societies, companies, charities and educational bodies organizing golf competitions or tournaments to capture players' scores around the course on smart phones or tablets so that a "live" leaderboard can be provided - on the smart phone or tablet and back in the clubhouse on big TV screens. It's simple for competition organizers and participants to use irrespective of their technical experience. Instant results can be linked to websites, social media sites and email. Organizers can email results and statistics to participants so that a record of their experience on the course can be retained.