

DECISION PAPER



Date: November 13, 2019

ISSUE:

Tahoe Donner Association's current E-commerce software is outdated and quite cumbersome for both the online consumer and staff handling the back-of-house setup. Management is recommending upgrading the E-commerce software.

BACKGROUND:

Active Network's RTP One is the association's core point of sale (POS) and access controls/card issuance software. This software is utilized at all non-F&B locations. RTP One is utilized at numerous ski resorts (small medium and large) across the country and globally. RTP One is not perfect, but is a robust enterprise POS software for the Association. There are no near-term strategic plans to change this software. Changing RTP One to another vendor would be a massive time, effort and dollars effort, again not recommended in the foreseeable future of the association.

To handle E-commerce (online sales), for a decade, Tahoe Donner has been running an RTP One add-on software known as eStore, which we have branded ShopTD. RTP released the eStore add-on in 2010. Since that time RTP has failed to keep pace with modernizing its platform and subsequently provides a sub par member experience when compared to other competing Ecommerce platforms. Further, the outdated eStore software has numerous limitations which inhibit our options in providing product solutions for our various customer types and sales channels.

E-commerce online sales have become common and in some lines of business 'main stream' and the dominate sales channel. With this evolution eStore has become archaic and is holding back the association's ability to be current with its online store presence, brand, and offerings. Management has identified the current eStore software as in need of replacement as soon as possible.

The Information Technology department has researched E-commerce software solutions to replace the current RTP eStore software. There is one dominant software solution that works in an integrated, purpose-built, methodology with RTP's core software RTP One. This software is Aspenware. Aspenware has transformed the E-commerce customer experience into a modern, responsive, easy to use site that integrates with RTP. RTP integration is essential to ensuring that our member validation rules and pricing are available. Twenty-five resorts worldwide have successfully implemented Aspenware E-commerce with another two scheduled this year (**Attachment A**). Other E-commerce solutions, while good consumer front-end software, are not integrated with RTP One like Aspenware.

Key areas of improvement over our existing product include:

- Significantly improved user experience
- Improved conversion rates and conversion rate tracking, and greater upsell potential

DECISION PAPER



- A modern open source architecture/platform
- Enhanced mobile experience
- Secure third party credit card gateway options

The 2020 Budget includes a Replacement Reserve Expense Expenditure of \$207,000 to replace the e-store reserve study component.

On-going annual costs will increase approximately \$29,000 going forward. As detailed below:

- + \$43,000 Annual Maintenance is 22% of \$195,000 base Aspenware software purchase price
- + \$ 6,000 Microsoft Azure Cloud Hosting
- \$14,000 drop transactional RTP estore license saves at current levels of estore sales
- \$ 6,000 drop annual ForeTees golf tee time reservations software (integrated with AW)
- = \$ 29,000 Net incremental annual cost

Aspenware purchase overview

- \$195,000 Aspenware software
- \$ 31,000 Aspenware setup/installation
- \$226,000 Aspenware quote
- \$ 13,000 contingency 5.7%
- \$239,000 project budget/reserve component budget in 2020

Attachment B is Aspenware's proposal for detail review.

2020 Project Timeline:

- Jan – contract with Aspenware
- Feb-June – custom to TD development by Aspenware
- July-August – Internal Site Testing
- September – live on Aspenware

DECISION PAPER



Management is presenting this item for Board review in November 2019 due to the desire to initiate this major project in January 2020.

OPTIONS:

1. Authorize management to proceed with Aspenware software purchase/install and increase the \$207,000 budgeted expenditure in the Replacement Reserve Fund by \$32,000 not to exceed \$239,000 in 2020.
2. Do not authorize expenditure and Tahoe Donner will continue with its current eCommerce platform.

RECOMMENDATION:

Staff recommends the Board of Directors consider approving Option 1: Approve the use of budgeted \$207,000 +\$32,000 Reserve Replacement funds in 2020 in the amount not to exceed of \$239,000 to purchase and implement Aspenware E-commerce software.

Prepared By: Nicole Ladd / Miah Cottrell **Reviewed**

By:

Reviewed By: Michael Salmon

General Manager Approval: _____ **Date:** _____

DECISION PAPER



Attachment A

Aspenware Ecommerce Customers – Nov 2019

In Production:

- Bear Valley: <https://shop.bearvalley.com>
- Jackson Hole: <https://shop.jacksonhole.com>
- Telluride: <https://shop.tellurideski resort.com>
- Arapahoe Basin: <https://store.arapahoebasin.com>
- Sugar Bowl: <https://shop.sugarbowl.com>
- Sugarbush: <https://shop.sugarbush.com>
- Windham Mountain: <https://shop.windhammountain.com>
- Thredbo: <https://shop.thredbo.com.au>
- Hotham: <https://shop.hotham.com.au>
- Falls Creek: <https://shop.skifalls.com.au>
- Big Sky: <https://shop.bigskyresort.com>
- Sunday River: <https://shop.sundayriver.com>
- Sugarloaf: <https://shop.sugarloaf.com>
- Loon: <https://shop.loonmtn.com>
- Boyne Mountain: <https://shop.boynemountain.com>
- Boyne Highlands: <https://shop.boynehighlands.com>
- Avalanche Bay: <https://shop.avalanchebay.com>
- Gatlinburg Skylift: <https://shop.gatlinburgskylift.com>
- Killington: <https://shop.killington.com>
- Pico Mountain: <https://shop.picomountain.com>
- Eldora: <https://shop.eldora.com>
- Lee Canyon: <https://shop.leecanyonlv.com>
- Copper: <https://book.coppercolorado.com>
- Woodward Park City: <https://shop.woodwardparkcity.com>
- Boyne Golf: <https://shop.boynegolf.com>

Launching in Nov 2019:

- Brighton, UT
- Mt. Bachelor, OR

Attachment B

