

# Open Circle Solutions builds innovative golf management system with Red Hat OpenShift



## Partner resources

Red Hat® Advanced Business  
Partner Program

## Software

Red Hat OpenShift® Online  
Red Hat Single Sign-On

Software development company Open Circle Solutions helps entrepreneurs bring their market-disrupting visions to life. Specializing in data science, open source, and mobile apps, the Dutch company builds bespoke solutions to support innovative business models. Dutch businessman and golfing enthusiast Robert van der Wallen, CEO and Founder at BrandLoyalty, wanted to ensure the new Bernardus Golf course he was building would break from the golfing norm. Open Circle Solutions recommended container technology from its trusted partner, Red Hat. Choosing Red Hat OpenShift meant Open Circle Solutions was able to quickly deliver a system that offers golfers a truly unique golfing experience.



## Software industry

25-30 employees

## Benefits

- Supported innovation and strong partnership with Red Hat provides in-depth product knowledge.
- Enabled rapid development and delivery through native support for the agile development approach.
- Ensured rapid iterative and incremental development to meet new business needs through inherent flexibility.

*"With Red Hat OpenShift, we have been able to deliver a bespoke system supporting an innovative business model in a short time."*

**Jordan van Est**

Managing Director, Open Circle Solutions



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*“Open Circle Solutions recommended Red Hat technology because of its high level of expertise in the sector and innovative solutions.”*

**Sabine Riezebos**  
General Manager, Bernardus Golf

## Open Circle Solutions

Technology is transforming our lives, disrupting how we work, rest, and play. Novel business models mean we can easily sell our time, unused space, and unwanted items—often to anyone around the world. We can rent cars and offices by the hour. We can even pay for vehicles, tires, engines, and tools by usage.

Software development company Open Circle Solutions specializes in developing IT systems for companies looking to disrupt their markets. As data science, open source, and mobile apps open up new possibilities, the fresh and dynamic team of experts at Open Circle Solutions build bespoke solutions that allow entrepreneurs to realize their visions for the future. When Robert van der Wallen, CEO and Founder at BrandLoyalty, wanted to break from the golfing norm, Open Circle Solutions was a natural choice.

## A new business model for the golfing market

Frustrated with the closed nature of many golf courses, the entrepreneur and keen golfer wanted to change the golfing experience. Sabine Riezebos, General Manager at Bernardus Golf commented, “Van der Wallen wanted every golf lover to be able to play a high-end golf course and feel like a member for a day without an annual subscription.”

But standard golf management software solutions fell short of his target. “We needed to build a bespoke system because no software on the market could offer daily memberships or allow groups larger than foursomes to enjoy a game of golf together,” reveals Riezebos. “We also wanted to offer golfers online tee time reservations and welcome text messages.”

The new system needed to be flexible enough to bring other new ambitions to life as new business needs emerge, and to be available all day, every day, throughout the year. “Open Circle Solutions recommended Red Hat technology because of its high level of expertise in the sector and innovative solutions,” remarks Riezebos, “and because Red Hat has extensive worldwide experience.”

## Building a bespoke solution in a short time

Open Circle Solutions has enjoyed a long and very productive partnership with Red Hat since 2015, using Red Hat middleware for various projects in both the Netherlands and abroad. Jordan van Est, Managing Director at Open Circle Solutions, explains the value of the partnership with Red Hat, “Our partnership with Red Hat strengthens our knowledge of the Red Hat products. Together we can advise our customers better.”

Red Hat OpenShift Online provided the ideal container platform needed. It enabled Open Circle Solutions to take a microservices approach for the technically advanced system that would realize founder van der Wallen’s dream. “Red Hat OpenShift offered a robust and mature container platform for the Java™ microservices solution we were building,” explains van Est.

Open Circle Solutions chose Red Hat Single Sign-On to authenticate system users, including staff administering reservations and golfers reserving tee time reservations via the website. As well as booking time on the course, visitors can also book golf carts, e-Trolleys, and rental sets.

## **A flexible technology from a trusted partner**

### **Innovating in partnership with Red Hat**

Joining the Red Hat Advanced Business Partner Program in 2016 has helped Open Circle Solutions innovate. The partnership offers access to the latest announcements, sales and marketing resources, and training opportunities. These resources ensure Open Circle Solutions is always abreast of the industry leader's enterprise open technologies. As Red Hat certified engineers, Open Circle Solutions consultants have a better understanding of Red Hat products.

"Our consultants can access training and detailed information on the Red Hat products whenever they need them through the Red Hat knowledge portal," says van Est. "This in-depth knowledge of the Red Hat solutions means Open Circle Solutions can deliver innovative solutions to our customers."

### **Accelerated development with OpenShift**

Red Hat OpenShift's native support for the agile development approach was key to ensuring Open Circle Solutions was able to develop and launch the innovative system within a short timeframe. The booking and reservation systems needed to be fully operational when the first ten holes of the golf course opened in March 2018. "Using an agile approach to building microservices to run on the Red Hat OpenShift Container Platform meant we could build and test the first production version within three months of commencing development," confirms van Est.

The design phase started late in 2017 with weekly meetings to agree and prioritize the functionality needed. Development started shortly afterward and involved agile sprints lasting two weeks. At the end of each sprint, Open Circle Solutions demonstrated new features to Bernardus Golf staff and stakeholders. The meetings were also an opportunity for users to provide feedback, and for everyone involved to discuss and prioritize potential new features.

### **Agile integration to rapidly meet new business needs**

The flexibility offered by Red Hat OpenShift is essential for not only rapid but also iterative and incremental software development, ensuring new features can be added quickly to meet new business needs as they arise. Its support for agile integration, for example, brings application programming interfaces into the architectural framework.

"We wanted golfers to be able to book tee times as soon as the website came online," states Riezebos. "Open Circle Solutions worked with the team of developers to quickly and easily integrate the reservation system with the website to make that happen."

Open Circle Solutions was also able to add other new features to the system rapidly. Staff can, for instance, block out tee times on the fly, for example, to prevent bookings if a winter frost looks likely to close the course. Visitors can now also book the restaurant for events such as meetings and workshops.

## **Differentiating the golfer experience**

The strength of the Open Circle Solutions partnership with Red Hat has helped van der Wallen bring his vision to life. "With Red Hat OpenShift, we have been able to deliver a bespoke system supporting an innovative business model in a short time," says van Est. "Every golf lover can now play a top golf course—the golf course that will be hosting the Dutch Open in 2020—and feel like a member for a day."

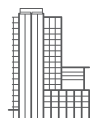
In the future, Bernardus Golf will aim to leverage smart analytics and real-time data to bring innovations to the course, including predictive maintenance for the fairways, flexible start times, and player alerts. The future is looking bright for Open Circle Solutions too. Its partnership with Red Hat is getting stronger. Van Est is looking forward to the growth the relationship promises to deliver, "Open Circle Solutions aims to strengthen its partnership with Red Hat further, to work together on new projects and solutions for our customers."

### About Open Circle Solutions

Open Circle Solutions delivers high-quality custom software, focusing on ease of use as the main spearhead to ensure its solutions become a tool that everyone can and wants to use. The company is characterized by its fresh and dynamic team, which is composed of experts in specific fields, specifically mobile, Java, and big data. It prefers to work with open source products developed by the community, cleverly deploying frameworks to rapidly deliver high-quality customized solutions to support critical business processes.

For more information, please visit [www.opencirclesolutions.nl](http://www.opencirclesolutions.nl).

### About Red Hat



Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.



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