



CROWN ADVANTAGE — FREQUENTLY ASKED QUESTIONS

SYNC CENTER OPERATING SYSTEM

What is Crown Advantage?

Crown Advantage is a single, easy-to-manage center operations subscription that conveniently bundles software updates, support, marketing, and mobile applications. This comprehensive subscription plan simplifies operations with easy software updates and frequent enhancements, ensures access to our proven revenue-driving business solutions, and avoids unexpected expenses for software and support.

What scoring systems are compatible with Crown Advantage?

Crown Advantage is designed exclusively for locations with Sync scoring.

Where can I find program terms and conditions?

www.brunswickbowling.com/company/service-terms

I have Sync One. Do I need a Crown Advantage subscription?

Crown Advantage Platinum is automatically included in your Sync One subscription.

What are my renewal options?

Crown Advantage Platinum, Crown Advantage Gold and a complimentary no-charge Crown Advantage Select Subscription are available. You can find more details on the renewal process in the Purchasing Feature Subscriptions through the Brunswick Cloud Document.

Can I purchase Brunswick Cloud or Tech Support separately?

No. We have found that most centers use both services and have combined the subscriptions into a single value-added package.

What happens if I do not choose a Crown Advantage Platinum or Gold subscription? You would be moved to a complimentary Crown Advantage Select subscription at no cost to you. Some features and services would not be available or be degraded, including: OrderNow, Brunswick Cloud, OpenLane App, and Tech Support

I let my Platinum or Gold subscription lapse for a number of months and then renewed. Will I be charged fees for any lapsed months or coverage?
No. Your Crown Advantage subscription is “real time”. No penalties or deferred charges are applied if you choose to upgrade your account from a lower level.

How will my center get notified of an expiring feature?

Brunswick emails registered as Brunswick Cloud users will receive an email

1. 14 days prior to a feature expiring...
2. When a feature expires and is placed into a grace period
3. After the grace period expires

Additional notifications will be displayed to users in Sync Office and the Brunswick Cloud.

What should I do if I sell my center?

Contact Brunswick Technical Support to change licensing and account information for the center. Make sure to transfer Brunswick Cloud access and Crown Advantage account information by visiting www.brunswickcloud.com.

ADDITIONAL PRODUCTS AND SERVICES

Does Crown Advantage include Meriq Online Reservations, Meriq Online Ordering, or Meriq iQueue?

These are separate services and not included in Crown Advantage.

Do Online Reservations, Online Ordering, or iQueue require a Crown Advantage subscription?

No Crown Advantage subscription is necessary.

I have a Brunswick Lane Machine. Do I need a Crown Advantage or Tech Support subscription to get technical support?

No. Technical Support for Lane Machines is complimentary, regardless of Crown Advantage or Tech Support subscription.



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GETTING STARTED WITH SYNC

How do I start a Crown Advantage subscription?

For new Sync installations, 12 months of Crown Advantage Platinum is included with your scoring purchase.

Where can I find the Terms of Service?

www.brunswickbowling.com/company/service-terms

SOFTWARE AND SUPPORT

How can I get help setting up Brunswick Cloud, OpenLane app, and marketing functions?

Webinars and Bootcamp information can be found in the Brunswick Help Center under the Brunswick Cloud & Apps Section. With this service, Brunswick will provide you remote training on Brunswick Cloud and assist with implementing your marketing objectives. Sync installations include 4 hours of Managed Marketing Training with our Brunswick Cloud Consultant. If you have not received your initial sync installation Brunswick Cloud training, contact bcmarketing@brunswickbowling.com to schedule your training time. Additionally, all Crown Advantage Platinum and Gold centers are entitled to an additional hour of Brunswick Cloud consultation each quarter. (Quarterly Check-In hours do not accumulate.)

How can I purchase additional training for the new Sync scoring, Sync Desk, and Sync Office features?

Remote training is available. This can be purchased for \$98 per hour. To purchase this training, contact your Brunswick sales manager or email training@brunswickbowling.com and reference Add-On Training in the subject line.

Does Crown Advantage include pinsetters and lane machines?

Tech Support for pinsetters and lane machines is included with Platinum and Gold subscriptions.

If I am on Crown Advantage Select, will I receive ongoing software updates?

Brunswick will provide software updates that include bug fixes and core updates. New enhancements and features may be limited.

If I have Crown Advantage Select, can I purchase Tech Support?

Crown Advantage Select customers receive free email-only support. If remote connection or phone troubleshooting is required, centers may purchase a one-month support plan for \$400, which includes unlimited calls. An annual support plan may also be purchased separately through Brunswick's Inside Sales Department.

What is the marketing capacity for Brunswick Cloud Marketing?

Capacity is based on a center-by-center basis. For multi-center accounts, the capacity limits are additive. For example: 2 centers on Crown Advantage Platinum will have a collective limit of 40 campaigns, 400 images, and 10,000 emails and offers per month. Centers may be on different Crown Advantage programs.

ACCOUNT MANAGEMENT

Where do I manage my Crown Advantage subscription?

Log in to www.brunswickcloud.com and navigate to the Purchase Features section of your account. Check out the Purchasing Feature Subscriptions through the Brunswick Cloud Document for more details.

I forgot my password to Brunswick Cloud. How can I recover it?

Visit www.brunswickcloud.com and click on the "I forgot my password" link.

How do I get access to a Brunswick Cloud account?

Have your system administrator visit www.brunswickcloud.com and invite you to create an account. (Account > Team) If you do not know your system administrator, submit a Tech Support ticket for assistance.



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Can I use Sync without an internet connection?

Your scoring and management system is installed locally on your computer. You do not need an ongoing internet connection to use the core software. In order to take advantage of enhanced on-demand functionality, including Brunswick Cloud, OpenLane, OrderNow, Internet Reservations, and Online Ordering, a connection will be necessary.

PAYMENT & RENEWALS

How will I renew?

Log in to www.brunswickcloud.com and navigate to the Purchase Features section of your account. Check out the [Purchasing Feature Subscriptions through the Brunswick Cloud Document](#) for more details.

Where can I find the price for Crown Advantage?

Log in to www.brunswickcloud.com and navigate to the Purchase Features section of your account. Check out the [Purchasing Feature Subscriptions through the Brunswick Cloud Document](#) for more details.

What currencies are supported?

Brunswick accepts all currencies.

What payment methods are available?

In the United States, you may use credit card to start a Crown Advantage subscription. This will be billed monthly. Outside of the United States, your options will vary. Contact your local Brunswick distributor for additional details.

I have multiple centers. Can each center be on a different plan?

Yes. Crown Advantage subscriptions are center-specific.

IMPACT TO SYNC IF CROWN ADVANTAGE PLATINUM EXPIRES

The below information describes what would happen if a center's Crown Advantage Platinum subscription expires.

CENTER MANAGEMENT SYSTEM CHANGES

SCORING - TABLET BOWLER CONSOLE

- **Home Screen:** "Connect my phone" is not available on the home screen at the tablets. Users will be limited to the Sync tablet camera.
- **Order Food & Drink Screen:** OrderNow is disabled. Only Brunswick Cloud ads display.
- **Pinpix:** "Connect my phone" option is removed. Users will be limited to the Sync tablet camera.
- **Edit Bowlers Screens:**
 - + **Bowler Avatar:** "Connect my phone" option is removed. Users will be limited to the Sync tablet camera.
 - + **Name Entry:** Ability for a user to enter their email address is removed (Crown Advantage Select Only)
- **Game Selection:** Games that are specific to Crown Advantage Gold or Platinum will be removed from the menu selection.

SCORING - OVERHEAD

- Pictures from OpenLane will no longer be uploaded to the scoresheet.

SYNC DESK

- **OrderNow:** Lane Orders & Lane Authorization Code sections are removed from the Sync Desk user interface.
- **Offers:** If a center downgrades to Crown Advantage Select, active offers will still work until they expire, but no new offers can be created in the cloud, and therefore cannot be redeemed in Desk.
- **Scoresheet Email (Crown Advantage Select Only):** Email addresses exported to the Sync system from CDE/LeaguePals/Lexer league files are ignored - no scoresheet emails are sent, no scores appear in OpenLane/Sync Passport.
- **Email Input:** While users can still enter their email addresses in Desk, email capacity reflects the Crown Advantage program that is currently active. In the case of Crown Advantage Select, no emails will be sent via the Brunswick Cloud. If email capacity is exceeded, no emails will be sent.



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- **Loyalty:**
 - + Loyalty payment method is not available
 - + Member Look Up & Gift Points is not available
 - + Prompt for Member Info During Payment is not available
- **Floor plan:** Any floor plan view panels are removed
- **Enhanced Game Card Interface:**
 - + No Entitlements can be redeemed
 - + Packages/Products that link to Stored Value packages are removed
- **Waitlist/Guest Management:**
 - + Phone icon for texting a customer is disabled
 - + OpenLane Enabled is removed
 - + Links to OpenLane are removed

SYNC OFFICE

- **OrderNow: disabled**
 - + OrderNow Menus remain in Office, but center cannot access or edit the menus.
 - + The options to add OrderNow to the Experience Settings are greyed out and cannot be enabled.
 - + Options in POS Policies (food warning, age restricted warning) are greyed out and cannot be enabled.
- **Floor plan:** disabled: Floor plan view panels remain in Office, but center cannot access or edit the panel.
- **Enhanced Game Card Interface:** removed
 - + Stored Value payment type is disabled
 - + Configuration tabs in Stored Value are removed
 - + Products/Packages including Stored Value packages are disabled (can still be edited)

OPENLANE

- Bowlers may continue to use OpenLane to access their previous scores and stats, regardless of the Crown Advantage Program.
- Centers with Crown Advantage Gold or Select will lose the following app functionality:
 - + **Join A Game** will still be available in the OpenLane app, but the bowler will not be able to connect their phone in your center as the Sync tablet will not have the appropriate “connect my phone” option.
 - + **Offers:** Only active offers will be available. Centers will not be able to create new offer once the active offers expire.
 - + **Specials** will be removed from the app.
 - + **Waitlists** will be removed from the app.
 - + **Loyalty/My Rewards** will be removed from the app. Should a center renew their subscription, the previous loyalty points for a specific customer will be retained.

BRUNSWICK CLOUD

- Brunswick Cloud capacity will change based on the Crown Advantage program selected.

	PLATINUM *	GOLD *	SELECT
Campaigns	20	3	1
Media Files	200	20	10
Emails	5000/month	500/month	0
Active Offers	5000/month	500/month	0



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- After a downgrade from Platinum to Gold or Select:
 - + Existing campaigns displayed on Sync Scoring will not be affected
 - + If campaign capacity is exceeded, no new campaigns can be assigned
 - + Existing custom Media will not be affected or removed from the system. However, no new media can be uploaded to Brunswick Cloud.
 - + Brunswick Cloud will stop sending out email after the capacity has been reached
 - + Brunswick Cloud will stop sending out offers after the capacity has been reached

SYNC SOFTWARE UPDATES

- Brunswick will continue to provide software updates for Sync for all Crown Advantage levels.
- New features may require a Crown Advantage Subscription

RENEWING OR REACTIVATING CROWN ADVANTAGE PLATINUM

- When a center renews or reactivates Crown Advantage Platinum, the major functions will resume operation without any necessary action from center staff.
- Sync Office and Desk setting will resume with the same configuration that were in effect prior to the downgrade. This includes OrderNow, OpenLane, Experience Settings, and Brunswick Cloud capacity settings.
- OrderNow: if new products or departments have been added, users will need to update to the desired configuration.