



## CASESTUDY

**Client:** Erin Hills Golf Course

**Industry:** Hospitality & Events

**Service Focus:** Outdoor Wi-Fi, R-Managed IT, R-Monitoring & Maintenance

# How River Run Built a Wireless Network That **Cut Costs and Improved Service** at Erin Hills

## Preserving Tradition While Upgrading Technology

Erin Hills, host of the 2017 U.S. Open Championship and ranked the number one golf destination by Golf Advisor that same year, is known for its natural setting and challenging layout.

The course offers a traditional golfing experience free from artificial distractions. As part of its mission to deliver a respectful and memorable guest experience, Erin Hills turned to River Run to modernize their technology in a way that aligned with their values and operations.

A client since 2012, Erin Hills relies on River Run's R-Managed IT services for core system upkeep and monitoring. When rising costs associated with mobile transactions became unsustainable, the course asked River Run to help implement a solution that would maintain guest service while improving cost efficiency.



## Addressing the Need for a Better On-Course Transaction Model

During peak golf season, Erin Hills staff sell snacks and beverages from roving carts throughout the course. Previously, these transactions were processed using iPads with individual data plans. With over 30 iPads activated during the summer, the resulting data fees were substantial. Management wanted to continue providing seamless on-course service without the recurring expense.

Stephanie Williams, Golf Shop Manager at Erin Hills, said, *“We implemented this project from a cost savings perspective and are pleased that the Wi-Fi network has paid for itself in two years.”*

## Designing a Wi-Fi Network That Could Blend Into the Landscape

River Run proposed installing a permanent outdoor Wi-Fi network to eliminate the need for costly data plans. The implementation began with a detailed wireless survey and a review of the golf course’s topology.

The goal was to provide strong coverage without compromising the natural environment or interfering with play.

The survey identified the need for 12 wireless access points strategically placed throughout the course. River Run collaborated with Erin Hills’ property department to finalize exact placement. Technicians provided specific installation instructions, then joined the Erin Hills staff onsite to test the network using the iPads.

During testing, a few dead zones were identified. The team adjusted access point locations accordingly to ensure seamless coverage across all 18 holes.

Throughout the process, River Run and Erin Hills maintained clear communication, ensuring the installation and testing would not disturb guests or disrupt the serious golfer’s experience.



## Results That Delivered Both Value and Performance

After implementing the wireless network, Erin Hills was able to disconnect more than 30 iPads from cellular data plans. The resulting savings offset the investment in the network in under two years. The new system also improved internet connectivity across the property, benefiting both staff and guests.

*“Although implementing a project like this during our busy season can be a challenge, we’d certainly recommend River Run to another business for IT support,”* said Williams.

An unexpected benefit was enhanced guest service. With improved reliability and speed, transactions could be completed more quickly, and staff experienced fewer technical difficulties in the field.



## Supporting a Course That Hosts Championship Events

Erin Hills is no stranger to major events. The course is slated to host the 2022 U.S. Mid-Amateur and the 2025 U.S. Women’s Open, continuing its legacy as a world-class destination. River Run plans to support Erin Hills during these future events just as they did during the U.S. Open, providing the reliable IT infrastructure required to operate at the highest level.

From reducing costs to improving customer service, River Run delivered a modern wireless solution that aligned with Erin Hills’ values and preserved the course’s traditional atmosphere. The partnership reflects a shared commitment to excellence, both on and off the course.