



CROWN ADVANTAGE — FREQUENTLY ASKED QUESTIONS

SYNC PRIMA · START A CHANGE REACTION

THE BASICS

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. www.brunswickbowling.com/bowling-centers/equipment-products-supplies/crown-advantage

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. https://brunswickbowling.com/uploads/document-library/Crown-Advantage-Subscription-Packages/CA_Subscription_Levels_2021_FNL.pdf

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 will be moved to a complimentary Crown Advantage Select subscription at no cost to you. Some features and services may not be available or be degraded, including: OrderNow, Brunswick Cloud, OpenLane app, & Tech Support. https://brunswickbowling.com/uploads/document-library/Crown-Advantage-Subscription-Packages/CA_Subscription_Levels_2021_FNL.pdf

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 of 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 Brunswick Cloud users (a) 14 days prior to a feature expiring, (b) when a feature expires and is placed into a grace period, and (c) after the grace period expires. Additional notifications will be displayed to users of Sync Office and 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.

Does Crown Advantage include Digital Signage?

Digital Signage is a separate subscription and independent of Crown Advantage. If a Digital Signage subscription is active, it enables live waitlists, leaderboards, and lane assignments functions. Digital Signage subscriptions may be managed via Brunswick Cloud.

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.

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. Your Brunswick Trainer will help you register your system and account with Brunswick. If you need assistance, email techsupport@brunswickbowling.com.

Where can I find the Terms of Service?

www.brunswickbowling.com/company/service-terms

SOFTWARE AND SUPPORT

Where can I find information on new software features?

Visit www.brunswickcloud.com/Home/ViewMedia?type=document&page=SupportDocuments

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

Webinars and Bootcamp information can be found on www.brunswickcloud.com/Home/ViewMedia?type=document&page=SupportDocuments. Additionally, Crown Advantage Platinum comes with 4 hours of Managed Marketing Service per year. With this service, Brunswick will provide you remote training on Brunswick Cloud and assist with implementing your marketing objectives.

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.

https://brunswickbowling.com/uploads/document-library/Crown-Advantage-Subscription-Packages/CA_Subscription_Levels_2021_FNL.pdf

If I have Crown Advantage Select, can I buy hourly support?

Yes, you can.

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.





I had Brunswick Cloud Basic. What happens to that?

Brunswick Cloud is now included with Crown Advantage. Your account has been upgraded to the Crown Advantage Platinum trial. You can select the Crown Advantage subscription that best fits your needs at any time on [BrunswickCloud.com](https://www.brunswickcloud.com).

I have a Brunswick Cloud Advanced or Tech Support account. What happens to that?

Brunswick Cloud and Tech Support are now included with Crown Advantage. We are migrating your subscription to Crown Advantage Platinum. We will extend Crown Advantage to the latest expiration date for your Brunswick Cloud Advanced and Tech Support subscription.

ACCOUNT MANAGEMENT

Where do I manage my Crown Advantage subscription?

Log in to www.BrunswickCloud.com.

How can I find out which Crown Advantage subscription I am on?

Visit <https://www.brunswickcloud.com/> How do I find out when my Crown Advantage subscription expires? Visit www.brunswickcloud.com.

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 Brunswick Cloud and invite you to create an account. If you do not know your system administrator, email techsupport@brunswickbowling.com for assistance.

Can I use Sync without an internet connection?

Your scoring and management system is installed locally on your computer. You don't 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, iQueue, and Online Ordering, a connection will be necessary.

PAYMENT & RENEWALS

How will I renew?

Log in to www.BrunswickCloud.com.

How is my Crown Advantage subscription calculated?

Crown Advantage is calculated based on the number of terminals installed in your location. A terminal may be a bowling lane, a client computer, or a mobile POS station.

Where can I find the price for Crown Advantage?

www.brunswickcloud.com

What currencies are supported?

Brunswick accepts all currencies.

What payment methods are available?

In the United States, you may use your credit card to start a Crown Advantage subscription. This will be billed monthly. You may also purchase an annual subscription via check. Email techsupport@brunswickbowling.com if you wish to go down this path.

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.