



QUBICAAMF

CONQUEROR

ROLLER

The all-in-one Bowling, Attraction and Venue Management platform
for entertainment centers

The QubicaAMF and ROLLER Partnership

QubicaAMF and ROLLER have entered into a strategic partnership to help family entertainment centers (FECs) with bowling, deliver exceptional guest experiences.

This partnership is the first step in a long-term collaboration that will continue expanding with capabilities as FEC operators’ needs evolve.

The integration has already been successfully deployed at several joint customer centers, where operators are delivering a more connected guest experience while streamlining day-to-day operations.

The Challenge

Bowling is a \$10 Billion industry with over 100 million people across 125+ countries bowling each year. Enduring and innovative, bowling has stood the test of time while continuously evolving – these days into multi-attraction entertainment venues. Yet the technology powering them often remains fragmented, forcing operators to manage separate systems for reservations, bowling operations, payments and guest experiences. The overlap between the “bowling” and “family entertainment” sectors continues to grow, but the solutions available today are either “bowling-oriented” or “FEC-oriented”. None is robust and effective across the entire spectrum, from bowling to karts, through trampolines, playgrounds, escape rooms, laser tag, adventure areas, mini golf, competitive social games, virtual reality, and many more.

The Solution Conqueror ROLLER

Conqueror X, QubicaAMF’s bowling and lane management technology, combined with the power of ROLLER’s all-in-one venue management software helps operators to:

- Convert more bookings with an industry-leading online reservation flow
- Run smoother operations and better lane utilization with purpose-built capacity management tools
- Grow revenue per guest, upselling at checkout and lane-side F&B ordering
- Drive repeat visits with frictionless guest check-in and self-service tools
- Deliver the ultimate guest experience combining operational efficiency with a complete on-lane entertainment ecosystem

The value of the QubicaAMF and ROLLER integration through the Conqueror ROLLER solution offers FECs the ability to manage all of the center activities and customer interactions from a single and cohesive platform.

How it Works:

ROLLER manages the entire FEC experience: bowling, attractions, and food and beverage, connecting the entire guest journey at every step. This includes bowling operations for guest check-in and opening lanes within ROLLER. Conqueror X remains the lane booking engine to ensure everything is seamless between booking and real-time bowling operations. It also acts as the lane management system, drives the on-lane entertainment experience, and controls all bowling equipment. The integration between ROLLER’s venue management platform and QubicaAMF’s Conqueror X bowling management system, connects the guest journey from beginning to end with seamless and constant connection between both platforms.



ROLLER is the cloud-based venue management platform for modern attractions, purpose-built to remove friction from the guest experience at every touchpoint. The company’s all-in-one platform simplifies its customers’ business processes, improving efficiency and maximizing revenue. ROLLER’s comprehensive solution includes: Online Checkout & Ticketing, Point-of-Sale, Integrated Payments, Memberships, Gift Cards, Waivers, Self-Serve Kiosks, Cashless Wallets, Guest Surveys, and more.

To learn more, visit www.roller.software



Drive visitor growth

MARKET
Attract new guests

- CRM
- Guest segmentation
- Discount codes
- Channel mgmt integrations
- Email mktg integrations

Increase per capita spend

SELL
Capture and increase revenue

- Online & in-store ticketing
- Group bookings mgmt
- Point of Sale
- Online F&B ordering
- Memberships
- Self serve kiosk
- Gift Cards
- Cashless wallets

Drive repeat visits

SERVE
Service guests

- Guest surveys (GXS)
- Waivers
- Mobile check-in app
- Access control

MANAGE
Optimize operations

- Payments
- Reporting & analytics
- Inventory control
- Staff permissions
- Advanced capacity mgmt
- Multi-venue mgmt (HQ)

Enable smarter operations

ENTERTAIN
Complete bowling ecosystem

- On-lane entertainment
- Lane management
- Bowling check-in
- On-lane F&B ordering*
- On-lane upselling*

*Available exclusively with BES NV

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Scan to learn more



For more information about the Conqueror ROLLER solution and availability in your area, please contact your local QubicaAMF Sales Representative.

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