

**REAL REAL PEOPLE  
STORIES  
RESULTS**

**XLi/EDGE**

**Off the green.  
On to the fast lane**

Learn how QubicaAMF technology fit this entrepreneur's business vision to a tee.

**QUBICAAMF**

**Greylock  
Bowl & Golf**

North Adams, MA

USA

# Off the green. On to the fast lane

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fit this entrepreneur's business vision to a tee.

For many, running a bowling center is an outward expression of a deep inner passion for the game. For others, bowling is strictly a business, but one they pursue with equal dedication and enthusiasm. That's certainly true for Osmin Alvarez, local media mogul and now owner of Greylock Bowl & Golf in North Adams, Massachusetts.

Together with his wife Monica and brother-in-law Jim Shaker, "Ozzie" has transformed a half-century-old bowling alley into a great all-around entertainment venue for Berkshire County residents—complete with bowling, golf, plus great food, drink and more.

## Aiming for the green—then beyond

When Ozzie and Monica first laid eyes on the location that's now Greylock Bowl & Golf they saw a place in disrepair but with great potential. An ardent golfer and sportsman, Ozzie initially wanted to open an exciting golf business where locals could drive and putt on high-tech simulators.

But Monica and Ozzie began to envision something more—for themselves and their customers: a fun, safe place where parents and children alike could come and take advantage of a wide variety of entertainment.

## Customer experience means everything

Although Ozzie was new to bowling, he was a seasoned expert when it came to business—enough to know that success ultimately comes down to customer service and catering to peoples' needs and wants. "We assume every customer is coming in for the first time," he says. "That means they should not have to ask for anything." In his

mind "anything" also included not bowling on 50-year-old pinspotting machines.

## QubicaAMF's XLi EDGE Pinspotters helped to:

- Slash labor costs
- Increase league and open play
- Significantly reduce downtime
- Deliver a better customer experience



**Greylock  
Bowl & Golf**  
North Adams, MA, USA

Learn more about Greylock Bowl & Golf  
at [greylockbowlandgolf.com](http://greylockbowlandgolf.com) >>

# challenge

Ozzie Alvarez and team were pursuing a very profitable, service-oriented vision when they bought the business that is now Greylock Bowl & Golf and upgraded it with golf simulators, a sports bar and grill, plus much more.

But that vision was constantly being obscured. Their old machines kept breaking down, driving up maintenance costs, annoying bowlers and hindering expansion of league and open play. They had to move people off a lane every night it seemed.

# solution

In May of 2014, Ozzie had had enough and decided to upgrade Greylock's machines with new QubicaAMF XLi EDGE Pinspotters – the only machines designed to make the business of bowling easier, thanks to their unmatched reliability, lower operational costs and faster, quieter performance. The results were immediate.



**Ozzie Alvarez, Owner**

*Greylock Bowl & Golf  
North Adams, Massachusetts*



After



Before

**QUBICAAMF**

# result



***“Just in staffing we saved a couple hundred dollars a week. That adds up to \$8,000 - \$10,000 in labor cost-savings alone from installing new machines.”***

— Ozzie Alvarez



With QubicaAMF XLi EDGE Pinspotters cranking in the background, Greylock Bowl & Golf is now firing on all cylinders—across all 30 lanes.

Offering a reliability factor 4 times that of the center’s 50-year-old machines—along with significantly quieter operation, they’ve helped league play grow and have increased open bowling 8%.

The cost savings have been equally as impressive. “Just in staffing we saved a couple hundred dollars a week, Ozzie says. “That adds up to \$8,000 - \$10,000 in labor cost-savings alone from installing new machines.”

**“Strictly business,” he might say.**

**“Frankly amazing,” most would add.**

Ozzie and family would not be in the business and driving in such tremendous results without the dedication and commitment to their customer base. QubicaAMF is proud to be Greylock Bowl & Golf’s bowling equipment provider.

**QubicaAMF’s XLi EDGE Pinspotters are—**

- The most cost-effective pinspotters to operate
- The easiest pinspotters to operate and use
- The best pinspotter for the bowling experience

See what XLi EDGE Pinspotters can do for your center  
Contact a representative today!

[www.QubicaAMF.com](http://www.QubicaAMF.com)

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