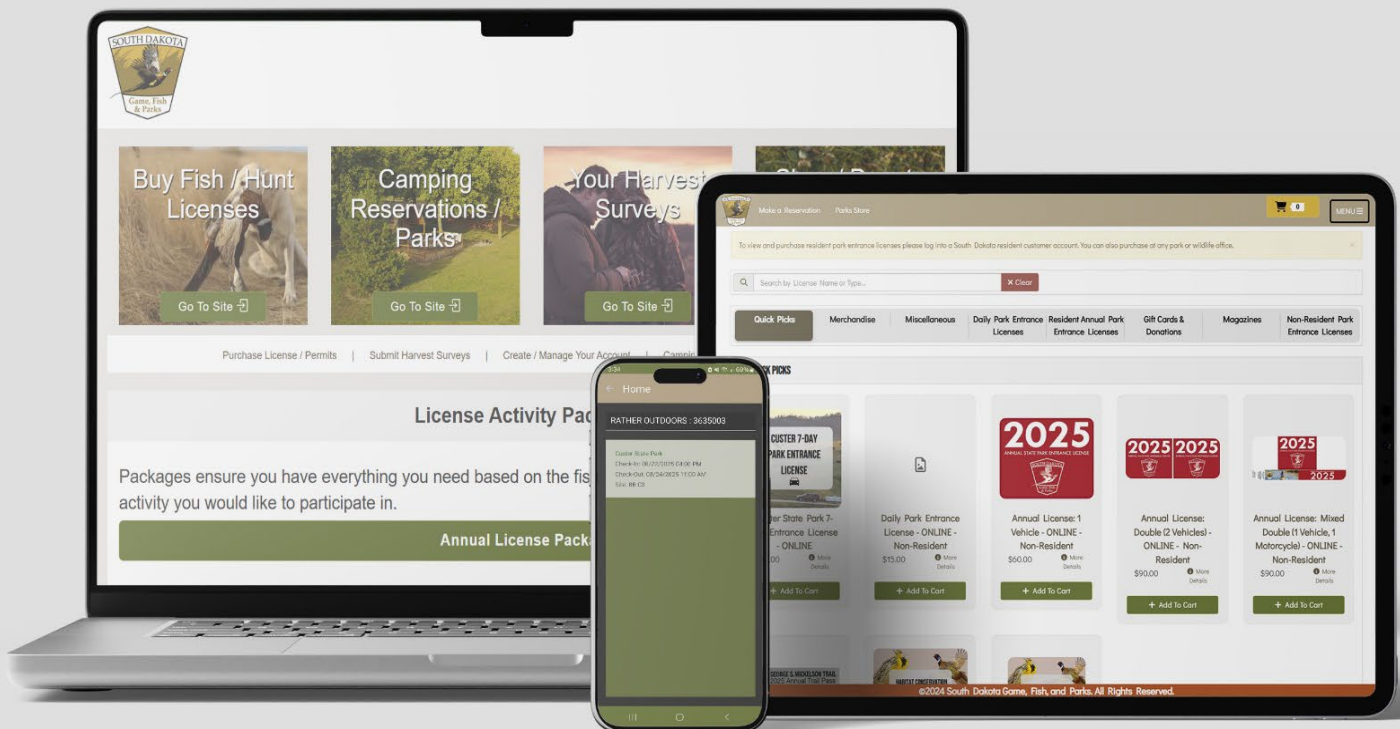


GO OUTDOORS  
SOUTH DAKOTA

# South Dakota Game, Fish and Parks



# South Dakota Game, Fish & Parks

Licensing, Registration, & Reservations



## Go Outdoors South Dakota

GFP selected Brandt to develop a one stop shop e-commerce platform to replace an in-house licensing system and vendor managed central reservation system for state park reservations and point of sale operations.

In December 2021, the deliverables in the contract were brought to fruition; Brandt launched GFP's new centralized ecommerce system, Go Outdoors South Dakota. This was a monumental change for South Dakota, bringing hunting, fishing, and camping reservations under one roof and changing the way the state agency, its regional offices, the license agents, and the public would interact and experience South Dakota's Outdoor Recreational activities.

### 360 Campground Tours

Go Outdoors South Dakota includes the ability for a user to view available campsites via the grid format, cartoon map, and Google's 360 streetview map.

Every campground across the state of South Dakota has streetview mapping of each campground loop uploaded to Google Maps that allows users to drag and drop the peg man into the campground and virtually walk around to explore. Available site numbers appear on the screen with color indicating availability status.

Users can self discover what each site looks like from all angles, including if there is a canopy overhead, how close it is to amenities, and admire the view.

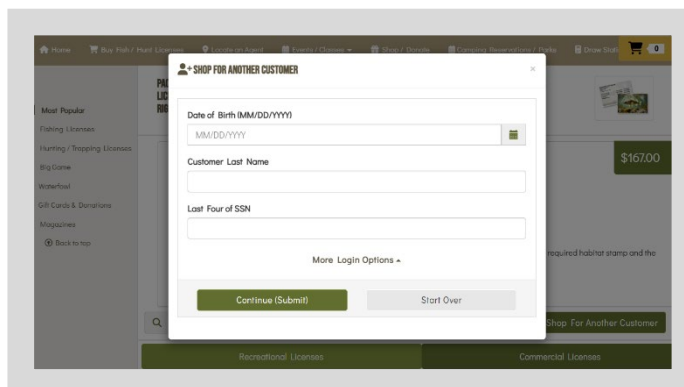
The virtual tour option helps users select their desired campsite for an ideal experience, as well as tour the campground prior to arrival to build excitement and familiarity prior to their trip.



### Family Purchasing & Linked Accounts

The new system provides users with a seamless experience where they can purchase licenses and make reservations in one simple transaction.

We have built in family features, such as being able to link accounts for ease of use when purchasing licenses for your entire family!



# Go Outdoors South Dakota

## Features and Services



PCI  
Compliance



Product / Catalog  
Management



System  
Configurations



System Security  
& Hosting



Contact  
Center



Law Enforcement  
Tools



Harvest  
Surveys



Limited  
Draws



Marketing  
CRM



API / Web  
Service



Merchandise



Print & Fulfillment



Mobile  
App



Data Dashboard  
& Reporting

