

Successful Marina™ 2011

ENTERPRISE EDITION



Complete Marina/Boatyard/Yacht Club Management System



Multi platform (PC, PDA & Web edition) software suitable for managing marina, boatyard, chandlery shop, residential rental units, retail shops, bar and restaurant

Designed to streamline operations, minimize operational costs, increase yield management & unveil profit opportunities

Improve your Customer service

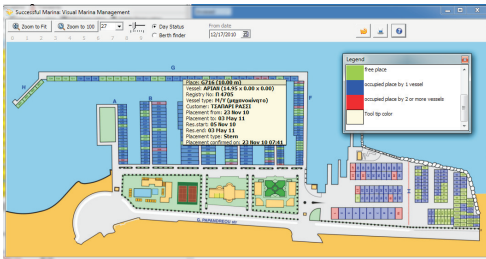
Ability to adapt to your specific business needs and requirements like no other

Worldwide deployment, training and support

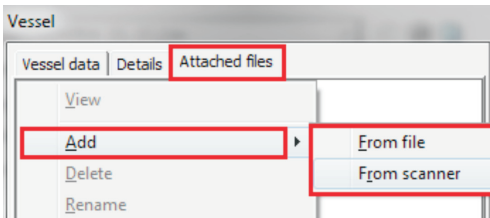


www.successful-soft.com

Successful Marina product line & services is a unique combination of all the software products and Information Technology services a modern marina-boatyard-yacht club needs



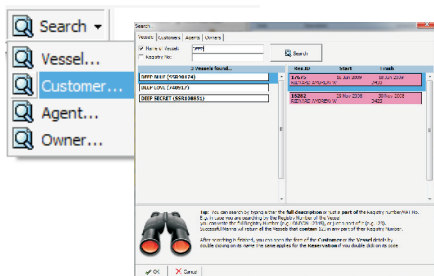
View important business information about your assets directly from the plan



Innovative Document Management System eliminates photocopying and filing



Secure sensitive business information



Binoculars allow you to find what you want instantly

Use Successful Marina to increase ROI (Return On Investment)

- Use Successful Marina to gain transparent control over (wet & dry) berths, waiting list, daily operations and sales: nothing will fall through the cracks again, even if your business manages multiple marinas around the world
- Successful Marina maximizes revenue and profit opportunities often hidden in berth availability and customers' requests
- Occupancy/Availability analysis reports will help your management team recognize when there will be too many vacancies and initiate the necessary marketing tactics to fill these vacant berths
- Increase you bottom line by finding places that are temporary available for transients (when the vessel renting the place is currently absent)
- Internet reservation system for 24/7 sales with no human effort

Get organized, streamline operations, minimize operational costs and work more efficiently with Successful Marina

- Successful Marina's automated business procedures with integrated fuzzy logic saves you productive time while eliminate common human errors
- Eliminate photocopying and filing costs with the Document Management System of Successful Marina: scan the registration license of the vessel, the insurance contract of the vessel, photos of the vessel, customer related papers/photos like Customer ID, signed berthing agreements, signed lift out/launch in application, etc into the Successful Marina and then view it via any Successful Marina workstation
- Waiting lists and future bookings (or scheduled slip bookings, e.g. a month/year from now)
- Time schedule the relocation of a vessel (from one place to another, from harbor to dry dock and vice versa) and let Successful Marina inform all the people involved automatically
- Error-free and automated calculation of charges (mooring fees, products & services)
- Batch invoicing (automatic generation and printing of invoices on a weekly/monthly basis)
- Assign and manage access control cards that may be used as "credit cards" in various facilities/services of the marina (laundry, w.c., parking, etc)
- Get business' daily inflows, actual day/month income and income forecast reports in seconds, without human intervention
- Integrated Document Management System lets you easily fax, email or save any Successful Marina report, invoice or graph in any electronic format (e.g. Adobe Acrobat PDF, Microsoft Excel, Microsoft Word, HTML, Text, Picture, XML, etc) for further analysis

The Successful Marina advantage

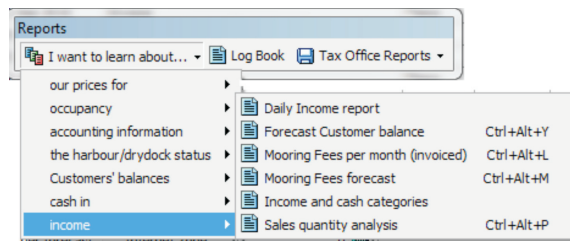
Successful Marina maximizes revenue and profit opportunities often hidden in berth availability, minimizes inefficient customer service, out-of-date accounting information and unnecessary staff wages.

Successful Marina improves company's cash-flow by streamlining and automating day-to-day operations, while helps managers gain more control over important aspects of their business.

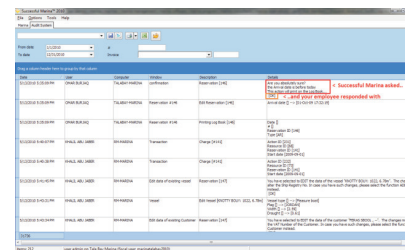
Successful Marina is continuously updated with the industry's best practices and can adapt to your specific business needs like no other system.



Successful Marina can "speak" in any language you like (multilingual environment)



Reports answer common questions in a natural, human-like, way ("I want to learn about..income...")



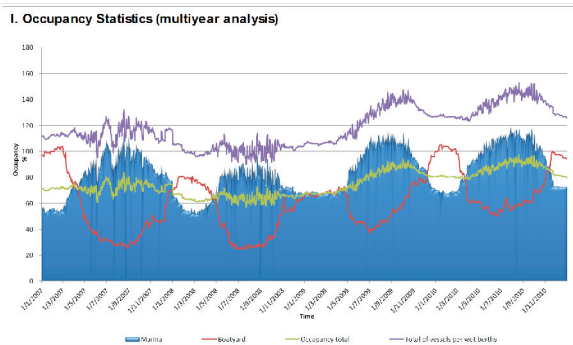
Audit System records user actions and decisions made, 24hours a day



Free yourself by working outdoors with Successful Marina Pocket

Some of the Successful Marina's add-on modules

- Online Reservations and online Sales over the Web
- Visual Berth finder (visually search for vacancies and slip utilities)
- Automatic Hydro/power consumption billing management
- Batch invoicing (for automatic, periodical invoicing)
- Successful Marina POS (Point Of Sale) for selling items/services from chandlery shop, gas station, commercial shops, bars, snack bars, restaurants, etc
- Suppliers & Warehouse management module with integrated Bar Code support
- Electronic Document Management of Customer's, Vessel's and Contract's related documents, photos and files
- Successful Marina Pocket (PDA version of Successful Marina for staying connected anytime, anywhere)
- Marina-Boatyard Business Intelligence Reports for business performance analysis
- Accounting module (with Accounts, General ledger, Cash flow and more)
- Successful Marina Automator (for automating repeated work procedures, e.g. the generation and distribution of daily reports)
- Survey system (to analyze Customers' satisfaction, feedback and suggestions)
- Remote control system (for accessing Successful Marina from a distance, e.g. while you are on a business trip)



OLAP cubes technology gives you in depth business performance analysis



Compatible with the latest software for your daily convenience

Professional technical support and training from industry experts

- Customized staff training and worldwide Technical Support Plans for smooth, problem-free operation

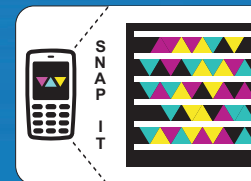
On-demand services

- Custom (tailor) made software development such as the development of new functions, reports and interfaces in order to meet your specific business challenges
- Web site development and / or search engine optimization services that ensure your Internet presence
- Marketing services for advertising and promoting your marina in the most well known marine sites around the world

Contact us NOW for a **FREE** product demonstration!



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Dealer stamp

