

Successful Marina Management Software | Boatyard Software | Yacht Club Software |

Successful Marina product line & services for Marinas, Boatyards and Yacht Clubs.

One easy to use software. All the solutions you need.

"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." Like all other businesses worldwide, marinas, dry stacks and yacht clubs need to move with the times. A computerized management system, a web site and an online reservation system can boost profitability, improve Customer Service and help you work more efficiently. Choose one, some or all the Successful Marina solutions according to your business needs. The Successful Marina product line and services is composed by the following Business Solutions: [Click to zoom](#) [Click to zoom](#)

Select one of the links below to go directly to the section you are interested in, or click on "Next >>" (see bottom of this page) to view one by one all the sections.

Why invest in Successful Marina? Top 10 Benefits Successful Marina is a complete solution widely used in marinas and boatyards worldwide that helps people to manage their business more efficiently and to make more informed decisions. [Click here](#) to see the top 10 ways in which Successful Marina can help you make your business even more successful. [[Read more...](#)]

[Successful Marina Product line & Services Guide](#) More information about Successful Marina product line and services, including screenshots of the system, can be found here. [[Read more...](#)]

[Successful Marina Brochure](#) Read, save or print "The Successful Marina Advantage" brochure. You can also share your experience with your staff and management team by emailing them a copy. [[Read more...](#)]

[Successful Marina Demo](#) See Successful Marina in action. Watch an online demo on how Successful Marina helps you save time and money by working more efficiently. [[Read more...](#)]

{mospagebreak title=Top 10 benefits}

Why invest in Successful Marina? Top 10 Benefits. Successful Marina is the essential tool for managing your marina / dry dock / retail shops (e.g. chandlery shops, bars, restaurants, etc) efficiently. At Successful Software, we work hard to stay on top of our business, so you can stay on top of yours. Let's see together the top reasons that made Successful Marina a Best Seller on its category: Successful Marina is a complete business solution developed by industry experts. Successful Marina is composed by integrated software modules that allow you to use it everywhere in your business (e.g. the marina, the dry dock, the chandlery shop, bars, restaurants, retail shops, etc.). There is nothing you may want that either not already exists in Successful Marina or Successful Software Company cannot develop it just for you (see Successful Software's custom software development services). With Successful Marina you will enjoy peace of mind since you will only have to communicate with one industry expert for all your software needs (business software, your company's web site, technical support and any other software you may need to purchase from other software vendors like Microsoft, Adobe, etc.). Get organized, streamline operations, minimize operational costs and work more efficiently with Successful Marina

Successful Marina incorporates industry's best practices and automated business procedures with integrated fuzzy logic that save you productive time while eliminate common human errors. Since the main ingredient of marina profitability is maximum occupancy, Successful Marina has functions to make sure that you make the best out of your assets. With Successful Marina you can time schedule any kind of work or action (e.g. a booking, a work request by a customer, the move of a vessel from one place to another (e.g. from harbor to dry dock and vice versa) and follow it up from start to invoice, thus making sure that the customer is charged the correct amount and none of the service fees is missed. Use Successful Marina to increase yield management and profit opportunities. Use Successful Marina to gain transparent control over berths (wet & dry) inventory, waiting list, daily operations and sales: nothing will fall through the cracks again. 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. And if your business manages multiple marinas / dry docks / shops across different geographical locations get advantage of the unified management, control and consolidated reports of Successful Marina.

Successful Marina helps you improve Customer Satisfaction

Successful Marina allows you to provide better, faster and more elegant service to your Customers thus improving Customer satisfaction and Customer retention. With Successful Marina you can respond promptly to Customers' inquiries. The Customer Satisfaction Survey System of Successful Marina will help you gauge Customer Satisfaction levels, utilize Customer's comments and suggestions to improve your business, and act timely on situations that require your immediate attention. A happy Customer will return to the marina and recommend it to their friends.

Get informed decisions with the detailed Management Reports of Successful Marina. Successful Marina's Management Report is covering a wide spectrum of reporting needs. The reports include financial and accounting reports, occupancy/availability analysis reports, detailed income analysis reports to measure business performance in comparison with past years, customer's spending habits to spot market trends and many others. Marina managers use the ready-made reports to budget, forecast and run what-if scenarios in their familiar Microsoft Excel to maximize the cash-flow management. And if you have special reporting needs the Successful Software can build you just the report you need.

Order any tailor made, add-on solution you may need in your business. Successful Software Company, the creator of Successful Marina, gives you the unique benefit of ordering any kind of extra solution you may need to use in your business. Examples include (but are not limited to) the connection of Successful Marina with your accounting/ERP software for up to date accounting records, automation of daily/monthly/yearly close procedures for improved efficiency, programming of Customers' electronic cards (for authorized access in paid services/areas of your business, e.g. showers, parking, etc.), the development of a new report, the addition of a new custom functionality, etc. Automation of Invoice processing and updating of the records of the back office with Successful Marina. Marinas generate large numbers of invoices every month. These invoices must be calculated, created, sent to customers (either as a hard copy or as electronic invoice by email) and update the appropriate accounts in your accounting department. Successful Marina handles this business procedure automatically so your staff to be able to focus on more productive things like catering the needs of your customers. Enforce company's policies (operational manual procedures) to staff with Successful Marina. Marina Managers use Successful Marina to assigning roles and responsibilities among their staff. This way, the people who have access to the system can only do the things that management is expected from him / her to do. And the Audit System of Successful Marina keeps track of everything that a staff member did on a 24/7 basis, so the management team is able to backtrack one's course of actions and find when they made a mistake. Applying the

company's policies and checking what really happened was never easier. Successful Marina Web and Online Reservations-Sales over the Web

Having a web site for your business was mandatory some time ago. Nowadays, having a professional looking web site is mandatory since many marina customers come from the business world and their expectations are increased.

Successful Software utilizes its expert knowledge in the marina industry to develop a site for your business that stands out from every angle: aesthetically and technically. Use your web site as a marina reception to provide information, promoting services, last minute deals and service packages. Or turn it into an online promotion system of reservations and sales over the web that will help you improve your bottom line and provide exceptional Customer service.

Successful Marina is very easy to use and learn

Successful Marina has only one main window that you operate it with your mouse. Learn to use this main window and you would have learned the 90% of the whole application. No multiple windows or complex menu paths. In addition to this the bird's eye view allow you to visually manage your business, without the need to be an advanced computer user. Click here to get more specifications or click "Next >>" below to keep on reading.

{mospagebreak title=Overview}

Successful Marina Product line & Services GuideOne stop for all your business needs.

Your satisfaction guaranteed. Successful Marina Product line and Services offer a comprehensive suite of software tools and Information Technology services that are total focused on the marina industry. The Successful Marina Product line consists of a series of integrated business modules that address specific business problems of a marine/boatyard/yacht club business. All the Successful Marina solutions are easy to use, system and completely configurable - scalable to your needs present and future.

Successful Marina solutions (product line & sophisticated services) include:

Management System (suitable also for yacht clubs, boatyards, etc) that is easy to use and learn
Successful Marina MMS: Powerful Multilingual Marina

Boatyard using your mouse via the interactive marina map
Successful Marina Visual Management: Manage your Marina -

Successful Marina Pocket MMS: mobile (PDA) edition of Successful Marina MMS for work efficiency,
improved Customer Service and portable access to business information

Successful Marina POS: Point Of Sale module of Successful Maria for
inventory, bar codes and sales to chandlery shop, bar, restaurant, retail shops, etc

Successful Marina Online Reservations - Sales of products/services: Reservations and Sales over the web for
increased bottom line and superb Customer Service Successful Marina Web Site: CMS

web site development services that will make your busines' web presence stand out
Successful Marina Custom Software Development Services: Tailor-made

solutions for your unique business needs an all the above * (* major custom software development services can be
applied to: Successful Marina MMS, Successful Marina Pocket, Successful Marina POS, Successful Marina Online

Reservations and Successful Marina Web Site) Successful Marina Access Control & Security:
Centralised access control of business premises and automatic invoicing of paid

services Successful Marina Technical Support: Top-
rated Customer Support for all your Successful Marina Solutions

With Successful Marina you will have a bird's eye view
across all aspects of your business: Rental of berths (wet & dry), long term berthing agreements, contract management,
customer relationship management, yacht club membership, General Ledger, AR/AP, Haul out and Service yard
services, purchasing and inventory, point of sale, mobile (PDA) devices. Click here to get more specifications or keep on
reading below.

Successful Marina MMS Benefits

Successful Marina (SM) decreases your expenses

It is true. With SM the procedures that are necessary for running your
business are automated. Finally you and your staff have time to focus on more important
things.

Complicated and time-consuming tasks like accurate forecasting, statistical and financial reports, periodical berth day/month/year reports, etc are carried out by the system automatically. The system shows the results you want on the marina map or a report format which can be viewed, printed, send by email/fax or even exported to Microsoft Word, Microsoft Excel and Acrobat Reader for further analysis. With SM you run your business with a mouse directly from the marina map! As a result your productivity skyrockets without extra effort and business operations run more smoothly than before. Make your business more successful financially: spend less - achieve more* (* in less time!) SM adds to your profit It is all about knowledge. The fuzzy logic of SM allows it to know every important detail about your business, anytime. The Relational DataBase combined with the powerful engine of SM, knows almost everything you want to know. For example the integrated berth locator can show you on the marina map all the mooring places that will be available in six months from today. The financials module can show you where your business is right now and predict what your bottom line will be by the end of the year. The system also knows which boats are out of the marina and for how long. When a boat with a yearly contract is out of the harbour, SM suggests possible scenarios on the map for hosting safely another Customer in its place thus increase profit.

SM helps you make better decisions SM is the favourite tool of the Management Team. Real time availability/occupancy reports inform the manager about the current/future status of resources and how they can be optimized. Cash flow report is updated automatically every time there is a money flow. The manager can ask SM about the monthly/yearly income forecast and learn about the sum of money collected at any given day. Income reports show the income categorized in the Income Categories (e.g. Mooring Fees, Electricity, Water, Petrol, etc) you use. All data are calculated in real time for the time period selected while extra filters (e.g. ship category, customer category, etc) are also available for use. Comparison reports that compare two different years (e.g. this year and the last) are only a click away. Management Team Members can access this information even from a distance and stay informed while they are out of the office (in another city or on a business trip). When you realize what Successful Marina can tell you about your business, 24 hours a day 7 days a week, you will loose faith on the way you use to run things!

SM enforces Security over sensitive information Your business data is valuable. Customer's credit card numbers and personal data are just one example of the sensitive information you may have access to. SM has an integrated security system that safeguards access and use of all the information stored in it. Only an authorized user can access the system and according to his/her access level can only do the things that he/she is supposed to do (e.g. issue invoices only). All the things that a user can do within the system are recorded by the Audit System of SM 24hrs a day. This means that the Manager can check who issued an invoice and when, or how many users accessed a contract, which changed it, etc. With the Security and Audit system combined the Manager can create roles, assign responsibilities to colleagues and track events.

SM improves Customer Satisfaction Prompt and comprehensive service to the Customer is a matter of major importance for every business. SM minimizes the time that the Customer usually spends waiting on the phone or in the marina office. The departure of the ship, issuing invoices, account's current balance and the daily weather forecast are now a matter of few clicks! As a result the marina staff has more time to concentrate on the needs of the Customer.

In addition, the Customer Satisfaction Survey System of SM makes sure that the Customer really receives the attention he/she deserves. Customer ratings, comments and suggestions are of critical importance for any marina manager that wishes to keep Customers coming back and spreading positive word-of-mouth advertising about the marina.

With Successful Marina more and more Customers will leave the marina smiling!

Successful Marina Screenshots
Click here for screenshots of the system

More features are added almost every week as Successful Marina improves continuously in order to help you improve your business. Improvements are based on marina owners, marina managers and marina staff comments/suggestions.

The Successful Marina's open architecture makes possible the addition of any extra feature (upgrade, new module, etc) you may need today or in the future.

Key facts

Successful Marina is a multilingual marina system that can be adapted to marina's language preferences Successful Marina is the only complete business solution for marinas/boatyards on the market today. It combines the power and security of a desktop application (Successful Marina) with the benefits of the internet (Successful Marina Web) Successful Marina is continuously upgraded from the feedback and knowledge of the marinas already running the system and our Yearly Marine Industry Survey. A new version is introduced every year Successful Software provides complete IT solutions (software, hardware, customization, installation, training, support) to enterprises since 1991

- Successful Software's Technical Support service is rated 9 out of 10 by our Customers. No problem will stop your staff from serving your Customers Different marinas have different needs. That is why Successful Marina comes in three different editions: SM Light, SM Basic and SM Enterprise. And for greater flexibility you can add any module that fits your specific business needs Successful Marina's open architecture makes possible the addition of any extra feature (upgrade, new module, report, etc) you may need now or in the future.

Click here to get more specifications or click "Next >>" below to keep on reading.

{mospagebreak title=Online Reservations-Sales}

Successful Marina Web (Online Reservations-Sales of products / services) Picture this.

You get your everyday work done by using desktop applications. Scheduling an appointment (Microsoft Outlook), replying to an email (Microsoft Outlook), writing a letter (Microsoft Word), calculating something in a spreadsheet (Microsoft Excel)&

In your work you also use the World Wide Web. Checking the weather (Internet Explorer), reading the news (FeedReader), looking for information (Google)&

Your daily work evolves around two worlds. Your business, even if you do not realize it, does the same.

You accept berth requests via the telephone, right? And you also accept berth requests via your web site? Then why not having a system that combines these two activities into one?

Think about it for a minute.

Don t you want your customers to be able to learn about your services 24 hours a day, 7 days a week? Don t you like the idea of giving them the freedom to send their berth request even during night hours and pay for it in advance? Wouldn t be great to have a Marina Management System that will automatically accept these requests over the Internet and proceed them automatically?

Why not having a Marina Management System for your marina that will do all these within a single, easy to understand and use environment?

Successful Marina unveils the Successful Marina Web a unique turnkey solution that is especially designed for yacht ports and marinas. Successful Marina Web (SM Web) combines the very best of the two worlds into one comprehensive solution for the convenience of you, your staff and, most importantly, your Customers.

Successful Marina Web is a powerful module extension of the Successful Marina Management System to the World Wide Web (Internet). It can also operate as a stand alone web application (meaning without the Successful Marina Management System). So, you can use it even if you do not have a Marina Management Software at all, or if you are using a Marina Management Software other than Successful Marina!

When Successful Marina Web is combined with Successful Marina package is a

comprehensive marina business solution. Furthermore, it is the only industry solution that combines the power of desktop application software with the power of the Internet in one single solution.

- [Click here to learn more about the benefits of Successful Marina Management System](#)

- [Click here to learn more about the benefits of Successful Marina Web](#)

Successful Marina Web is a web based application, built on the MySQL Database Server (more than 11,000,000 installations; the de-facto standard for high-traffic web sites) and PHP (over than 20,016,000 domains use PHP today).

Individual marinas as well as marina management companies can use Successful Marina Web to manage unlimited number of marinas with only one application and to build marina networks with a wide variety of new services offered to their Customers.

In addition to this, Successful Software provides extensive custom software development services to ensure that SM Web will integrate easily with your existing applications, like third party accounting software, remote electricity/water meter reading applications, etc. Successful Web is a system that you access via the Web. You do not have to pay for employing IT staff, buy a server and create the necessary infrastructure in order to install it, maintain and support it and monitor its overall operation. Thus, Successful Marina Web dramatically reduces your software operation costs and risks by doing all these instead of you.

In addition to this, Successful Marina Web establishes a communication channel between the marina office and the marina customers. Customers can be informed about the marina products/services and facilities, can make berth and marina services reservation (e.g. lift out), download local maps and tourist guides, be informed about the weather conditions in the area, etc.

The marina manager can also add new customer services or promote more effectively existing ones. The marina can also rent advertising space or include in its pricelists products and services of other related to the marina business. All these are having a positive impact to the bottom line of the marina.

Successful Marina Web Screenshots

Successful Marina Web Aerial Maps [Help your Customers find your business with](#)

business [Customers can browse easily through the products and services of your](#)

Successful Marina Web [Example of an online berth request form in Successful Marina Web. In case you buy Successful Marina Web with Successful Marina Management System all these requests will be handled automatically from the system. This will save you enormous time](#)

payment of products and services ensures marina's payment for everything that is sold via the [Successful Marina Web Online pre-](#)

or click "Next >>" below to keep on reading. [Click here to get more specifications](#)

{mospagebreak title=System versions}

System Versions

Successful Marina comes in four different flavors:

- SM LIGHT: for marinas/boatyards with less than 90 mooring places/dry docks
- SM BASIC: for marinas between 1 and 200 mooring places
- SM ENTERPRISE: for marinas with more than 200 mooring places or enterprises that manage multiple marinas.
- SM WEB: for marinas that want to open their business to the world wide web and

the business opportunities of the new economy. The SM WEB can be bought as a stand-alone solution or it can be combined (as an INTERNET MODULE - this is the recommended solution) with SM LIGHT, SM BASIC and SM ENTERPRISE edition of Successful Marina. Click here to get more specifications or click "Next >>" below to keep on reading.

{mospagebreak title=System Requirements}

System requirements	Successful Marina is a Windows Client / software for the client
Server application. It requires the following hardware and machine(s) (the terminal or terminals that will run the Successful Marina):	Successful Marina Client
(terminal) minimum system requirements:	
Pentium 4 / 3,0 GHz	512 MB RAM / 400 MHz
6 GB free hard disk space	Colour Monitor with at least 1.024 x 768 resolution
Laser or inkjet printer (for reports)	1 (or more) printers (for invoicing) 1
marina plan)	Optical wheel mouse (to zoom in-zoom out the Internet Connection (at least 128 Kbps. For SM Windows XP Professional/Vista Successful Marina Server minimum system requirements: Xeon Quad Core 2 GHz2 GB RAM / 400 MHz
30 GB free hard disk space	Colour Monitor with at least 1.024 x 768 resolution
Internet Connection (at least 128 Kbps for technical support)	Mouse Small Business Server
2003/2008/2010 recommended	Successful Marina Pocket is a Windows Mobile 6.5 software (PDA device):Windows
(and above) application. It requires the following hardware and Powered Mobile (PDA) device / 200 MHz processor speed	
64 MB Flash RAM	1 GB free flash memory space (or storage card memory space) Colour screen 240 x 320 pixels
USB portBluetooth	
ActiveSync (in Windows XP), Windows Mobile Device Center (in Windows Vista/7)	Price

- Please click here to contact our Sales Department for a quote

Buy online

Are you ready to buy? Here is how:

Contact the Sales department of Successful Software by email (sales at successful-soft.com)

- Do you want us to call you? Send us your contact details (email, phone number, etc) by filling out this online form. Click here in order to chat online with a marina professional

Call now at +30 2310 340261, +30 2310 340263-4 in order to speak with a marina professional Click here to get more specifications or click "Next >>" below to keep on reading.

{mospagebreak title=Customers} Customers

What the people we serve say about us "Successful Marina is so easy and straightforward that even my 6 year old son can use it."

Mr. Bolonakis Giannis Ag. Nikolaos Marina Manager www.marinaofagiosnikolaos.gr

"Your Technical Support is one of the best there is!"

Mrs. Toursidou Sofia Kos Marina Front Office Manager www.kosmarina.gr

"With Successful Marina we were able to manage our 1.000 berth marina more effectively than ever before. The marina's map gave us a bird eye's view that we could not imagine possible."

Mrs. Dekoulakou Dimitra
Manager of Municipality of Glyfada Marina
www.glyfada.gr

"With the Audit System of Successful Marina I can check everything that any member of the marina staff did on any given date and time. In addition, the accounting-aware logic of Successful Marina helped our staff to better understand marina's accounting records and therefore cooperate very efficiently with our accounts department."

Mr. Antonis Drosos
Kos Marina Manager www.kosmarina.gr

"Before connecting Successful Marina with our Accounting Software we had to manually enter and check approximately 600 invoices per month by hand. This usually took us about 15 days of painstaking work. Now that the Successful Marina is connected to our back office system we finish the same work, with no mistakes at all, within three hours."

Mr. Akilas Anastasios
Kos Marina Accountant
www.kosmarina.gr

Click here to get more specifications or click "Next >>" below to keep on reading.

{mospagebreak title=Customers who bought this also bought} Customers who bought Successful Marina also bought

Successful Marina CMS Web Site for Marinas / Boatyards

Successful Marina CMS (Content Management System)

Web Site is a web content management system which makes web site management simple.

creation, modification, organisation and removal dynamically. Successful CMS is a collection of tools that allows the (archiving) of information from your web site

dynamically. It requires no knowledge of HTML or any other web programming skill in order to create web pages, post it on the web and update them.

pages a modern marina needs. With Successful CMS your marina will be able to have a professional web site and email address (e.g. info@marina.com) up and running in just one hour! Read more...

Successful Marina Pocket MMS (PDA edition) With

Successful Marina Pocket you and your staff have the freedom to work anywhere, anytime! You actually take the office with you either when you are walking by the dock or while you are checking the progression of works at the boatyard. Boost the prestige of your business and the Customer Service to a higher level with another excellent product of the Successful Marina product line: get Successful Marina Pocket! With Successful Marina Pocket is now possible to maximise the use of your assets (berths, dry stack, travel lift etc) and increase your bottom line effortlessly. Read more...

Successful Marina Point Of Sale (POS)

Successful Marina POS (Point Of Sale) is an extra module that you can add to Successful Marina. Via Successful Marina POS you can sell products/services in places like chandlery shop, gas station, restaurant, bar, commercial shops, etc. You may even charge the customer/ship for products/services provided and invoicing him/her later on along with all the other products/services he/she bought from your business (e.g. Mooring Fees, sanding, petrol, etc). Successful Marina POS keeps also track of purchases you made from your Suppliers, the remaining stock and reorder levels of every product. It also supports bar code labels printing and bar code recognizing for better organizing your inventory needs.

Relative topics Click here to get more specifications

- Contact us
- Call us now and get immediate answers from an experienced marina professional
- Keep in touch: Click here to subscribe to the Successful Marina Newsletter
- Tell a friend or colleague about us
- Go to our home page

