



## SOLUTION STRENGTHS AND DIFFERENTIATORS

## KEY POINTS

- PacsoftMMS is a system that is developed using what is technically known as a 'Rich Client' – meaning that the user is using a program that can provide a powerful set of features and functions in a very responsive manner – MMS can be deployed remotely to provide a web based solution using Window Terminal Service or Citrix if necessary and still deliver this rich user interface. This is an advantage over solutions delivered only using web delivery where the user experience is generally slower and less sophisticated due to the nature of web based technologies. It also allows for better and more sophisticated interfaces to other 3<sup>rd</sup> party local systems, such as Utility Systems (i.e. Electric and Water Meter systems) , Access Control and Security Gate system, Fuel and other Point of Sale Systems.
- PacsoftMMS is a total solution hosted and implemented locally therefore not relying on third party internet providers or hosting to deliver the solution ensuring an 'Always on' solution for the end user. This reduces the risk of access to the business solution greatly. However hosted options are available if required.
- PacsoftMMS provides an intelligent industry led and considered solution to real marina management operational challenges.



Meridian Abel Point, Australia



Mylor Yacht Club, UK



Westhaven Marina, New Zealand

- Pacsoft International and the Pacsoft Global Partner Network have a long standing experience in working with major marina implementations with many government, municipal city organisations, and corporate marina clients with marinas with over 1,000+ sites – Pacsoft-MMS is a proven solution in providing marina, haulout and boat yard systems, and after 13 years of operation is a sophisticated solution to meet the requirement of large operations
- It is important to Pacsoft and their PacsoftMMS Partners around the world to work closely with the Marina Industry bodies around the world. This ensures we are all aware of the developing business requirements within the Marina Industry and we can provide consulting services that add real value to Marina businesses.

- Pacsoft is a global solution with customers in 20 countries and 8 regions of the world.
- PacsoftMMS has been selected by experienced Marina Management companies as the their solution of choice , e.g. Camper & Nicholson Marinas International (CNMI) - Europe Based but with Marinas and client all over the world including the Middle East; Marina Management Services (USA) and Meridian Marinas (Australia). CNMI include Pacsoft in every proposal they issue to their customers.
- PacsoftMMS has been selected as a Microsoft Business Solutions to deliver a vertical market marina solution for large corporate, municipal and multi marinas chains in the USA by Grace-Hunt, a Microsoft Gold Partner.



City of Miami Marinas, Miami



Gulf Harbour Marina, New Zealand



Malta

- PacsoftMMS has experience and successful implementations using corporate ERP Systems such as Oracle, SAP, Peoplesoft and JD Edwards systems, as well as lower end packages, the software is capable of supporting both complex and simple requirements alike.
- Pacsoft International Ltd's staff cover all areas of IT support, Development, and solutions giving access to knowledge from hardware through to software and business management.
- PacsoftMMS is a global system and is able to incorporate lessons and ideas from each marina market, creating a highly flexible solution that creates opportunities to run Marina Businesses in different ways.

- Pacsoft International and our Partners are continuously looking at opportunities to integrate and interface with other systems and work with other Marina Management solutions, such as Utility Meters, Security Access Barriers, Food and Beverage System
- PacsoftMMS is accepted as a user friendly and easy to use system that new staff are easily able to pick up and learn, minimising training costs – it has been designed in conjunction with marina managers and operators.
- Key value drivers on which the PacsoftMMS system design is orientated to address are providing opportunities to increase revenue, decrease costs, and ensure best utilisation and efficiency of marina staff, with the delivery valuable management and operation information to assist in business decision making processes.
- PacsoftMMS is a scalable solution that can continue to support Marina businesses as they grow and develop offering many additional modules with more opportunities to achieve efficiency gains and add further value.
- PacsoftMMS is currently supporting Marinas ranging in size from 30 Berths to 4,000; - this is a simple illustration of the flexibility and scalability of the software.



Yacht Haven, Phuket, Thailand



Yas Island, Abu Dhabi



Royal Prince Alfred Yacht Club, Sydney

- PacsoftMMS is built on robust and established Microsoft core technologies of the Microsoft Office Platform and Microsoft SQL Server. Pacsoft International work closely with Microsoft Technologies to ensure our Marina Management solutions are taking advantage of the latest technology.
- Pacsoft International is committed to the ongoing development of PacsoftMMS and have already started on the 'Next Generation' upgrade using the latest Microsoft Technologies, including web delivery of features.
- Pacsoft views itself as a technology partner with its customers and we continue to work with our customers and develop ideas and enhancements to meet customer specific requirements.

- Pacsoft Is recognised for its dedication to ongoing client specific development to deliver increasing value for its customers.
- Pacsoft Professional services can offer a full end to end Marina management business analysis service delivered by internationally recognised Marina Management Consultants (many of which have been employed in Marina's and/or for Marina companies) ensuring that the maximum potential of the PacsoftMMS system is utilised by all users.
- PacsoftMMS and our Global network of partners and consultant draw upon global Marina Management knowledge delivered by being a global company represented and installed across the world.
- Pacsoft is an independently owned company and not linked or owned by any marina chain, and PacsoftMMS is our only business area is services to the marina, boatyard and yacht club markets.
- Pacsoft International is committed to growing its global network of Partners. Working with our Partners brings additional experience and value into our Marina Management Solutions and Consultancy services thereby adding further value to our customers



*Festival Marina, Dubai*