

OPTIMOTM

BUSINESS OPTIMISATION SOFTWARE

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hospitality



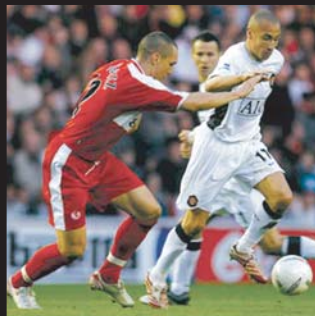
courses & activities



conference & banqueting



ticketing



OPTIMO YOUR VENUES

Introduction

Programus Limited has more than 10 years experience developing bespoke IT solutions to support niche businesses. Considerable experience in the healthcare, e-commerce, and retail sectors has helped us develop expertise in leading-edge technology and a strong service culture. The application of these assets has enabled Programus to develop specialist business optimisation solutions for the hospitality, conference & banqueting, and ticketing industry.

History



Niche Industries	Health - NHS	Catalogue & content management	Mobile Phone Revenue Channels	Tournaments, Events and Venues
Complex, High Value Sale Process Tracking, Component Build, Scalable Technology	Developed in partnership with Torex Medical for 250 GP Practices. Accredited by Cap Gemini	Developed in partnership with 3i & Intel Corporation. Awarded European Retail Solution of the Year 2000, 2001	Clients & partners include 3, specialist T-Mobile partners, and 3000 plus salestar™ users in UK, Jordan, India and Sri Lanka	Used by clients & partners to provide an infrastructure to sell and deliver services including Royal Ascot, Aintree, Cheltenham, FA FINALS, Silverstone, British Grand Prix, Guards Polo Club, and Compass

Our clients & partners



“ Prior to selecting the software, we did a complete audit of hospitality management solutions in use and available in Europe, and decided that none offered us the value and functionality of the OPTIMO solution ”

FIFA WORLD CUP GERMANY 2006

“ We are delighted with the many business benefits OPTIMO brings and the potential it offers for future development ”

SILVERSTONE

OPTIMO your business

OPTIMO provides best-of-breed, mission critical, end-to-end software solutions to operate and manage the complete life cycle of a sale. Including delivery of service in a complex, multi-function, multi-facility, multi-box, multi-venue, multi-event environment.

for **hospitality** **conference & banqueting** **ticketing** **courses & activities**
 at **tournaments** **events** **venues**

	PLANNING	PRE SALES	SALES	PRE EVENT	EVENT DAY	POST EVENT
MARKETING	○	○	○	○		○
SALES	○	○	○	○		○
OPERATIONS	○	○	○	○	○	○
FINANCE	○	○	○	○		○
THIRD PARTY INTEGRATION	○	○	○	○	○	
MANAGEMENT	○	○	○	○	○	○
CRM	○	○	○	○	○	○

OPTIMO business benefits

Connectivity	Capable of integrating with in-house and 3rd party systems to facilitate the provision of membership, tickets, restaurant EPOS systems, flights, ground transfers, caterers, finance and any other service needed to provide a holistic solution for the management and operation of a hospitality venue
Flexibility	Completely flexible to adapt to the needs of your customer, from management of participative activities, courses, conference and banqueting for corporate clients to delivering a superior service to the general public
Scalability	.Net, N-TIER Technology built on SQL Server
Accountability	Tracks and monitors all inputs and outputs providing a complete audit trail for each transaction at database and function level
Security	We appreciate that your client and membership data is of paramount importance and that data security is the bedrock of your success. The OPTIMO solution provides you security at data, user profile, function and process levels.
Affordability	Three service platforms make OPTIMO highly affordable for all businesses; in the form of Click&Go, Evolution and Enterprise.

OPTIMO services

OPTIMO solutions are delivered across 3 distinctive service platforms. These 'user choice' platforms offer remote managed, in-house managed and bespoke 'delivery' solutions.

OPTIMO CLICK & GO A REMOTE MANAGED SERVICE

Click & Go is a remote managed service. It has been developed for venues that have no on-site IT. This service is set up, managed and maintained off-site by our engineers. All our clients need to worry about is inputting data. Click & Go is an excellent first level entry platform. OPTIMO's scalability enables the delivery method to be changed at any time.

OPTIMO EVOLUTION AN IN-HOUSE MANAGED SERVICE

The Evolution service is managed by an in-house IT team. The service is perfect for larger venues that have their own IT department, have high levels of turnover and a large number of users. Evolution is fully customised and set up by our engineers. A comprehensive set-up programme and training period provides our clients with all the resources needed to optimise their hospitality, conference and banqueting and ticketing business.

OPTIMO ENTERPRISE A BESPOKE SERVICE

Our flagship software delivery platform is derived from a decade of specialist software development. This service is custom-made for our client. It is designed and built to integrate with every aspect of our client's business. Enterprise is a complete or partial management service, binding and improving existing systems

The selected service can be individually tailored to include one or more of the following functional modules.

	Pre Sales	Sales	After Sales	On Site
VIPs & Customers	Marketing	Call centre and enquiry help desk		Registration
		Web shop B2B	Transport	
		Web shop B2C	Parking	
		Corporate sales	Service / change upgrade	
			Personalised access to after-sales website	
			Email info	
Organisers	Hospitality area	Sales partner contact system	Kit fulfilment	On-site information system for staff
	Ticketing / Stadium	Business Partner	Production	On-site information system for service provider
	Courses & Activities	Reporting change and error	Ticket	
	Conference & Banqueting		Logistics	
		Inventory	Finance	
	Management Reporting			

Silverstone

Silverstone depends on OPTIMO for its management of marketing, sales, pre event, and event day activities for the British Grand Prix, Super Bikes and all other major or minor events including product launches and their conference and banqueting services.

Occupancy of facilities are managed via an integrated diary module where you can create quotations, contracts and customer service letters on the fly via the diary module and then automatically email customers and prospective customers the details. The Silverstone academy also uses the software to manage courses and participative activities.

They have been able to turn themselves around from making a loss of £3.5 million to making a profit of £4 million in a very short time. Adrian Burke the sales director put it down to

“ being able to make the correct decisions based on the effective real time customisable accurate reports of the OPTIMO solution and the stringent processes that were implemented with the help of OPTIMO to stream line the business. ”



Compass Group

Compass, the world's largest caterers, use OPTIMO to create and sell their portfolio of premium conferencing & banqueting and hospitality services, at England's most prestigious events from pop concerts, BAFTA Awards, Wimbledon, FA CUP Finals to race meetings & venues such as the Royal Ascot, Lords, Chelsea Flower Show, St Andrews Golf Course, Oval, etc.

The OPTIMO solution handles the complex delivery of services in multiple venues, having different facility configurations from boxes, restaurants to marquees across a wide diverse set of events.

Managing Director of Keith Prowse (a division of Compass Group) A K Tan explained

“ OPTIMO's flexibility to adopt to our changing needs is its and our most valuable asset. I have been in the hospitality business for more than 20 years and to date I have not come across a solution as scalable as this that can handle over 99% of events across the different participative and non participative, sporting or non sport related disciplines. ”



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