

Leisure and activity management solutions from Infor and SoftBrands provide the tools you need to efficiently operate a range of leisure operations—from day, destination, retreat, and resort spas to wellness centers, fitness/activities businesses, and all types of golf courses, including daily fee, private, resort, and multi-property facilities.



LEISURE AND ACTIVITY MANAGEMENT

DO BUSINESS BETTER.

Whether you are managing a spa, fitness center, golf course, or other recreation operation, the success of your business depends on your ability to identify your most profitable guests and keep them coming back for more. That means providing the best possible service in the most efficient manner. To do so, you need a robust technology solution that adeptly handles everything from booking appointment details and guest preferences to reporting and analysis. The right leisure and activity management system can help you manage operations effectively to improve customer service, maximize revenues, manage resources, and increase business.

LEVERAGE EXPERIENCE.

When you choose leisure and activity management solutions from Infor™ and SoftBrands, you get the backing of a global team of experts with more than 25 years of experience in delivering software solutions to the hospitality industry. We understand the challenges you face. Our systems are designed to streamline your operations and give you the information you need to provide excellent service to your guests and extend your market reach. We stand behind our software with industry leading support and services to help keep your business running smoothly.

GET BUSINESS SPECIFIC.

Leisure and activity management solutions from Infor and SoftBrands provide the tools you need to efficiently operate a range of leisure operations—from day, destination, retreat, and resort spas to wellness centers, fitness/activities businesses, and all types of golf courses, including daily fee, private, resort, and multi-property facilities. Our scalable multiple property systems offer timesaving solutions. For instance, spas can boost efficiency using a web booking engine for reservations and activities, while golf courses benefit from tee sheet reservation and membership capability. Point-of-sale and inventory management systems provide added functionality and efficiency.

Enterprise.

Exceptional control is what you need and that's just what our leisure and activity management solutions deliver. Sophisticated scheduling capabilities enable fast bookings with staff and equipment automatically allocated. Package plans, activity management, flexible pricing, and customer profile information provides you the ability to promote frequent visits. You can also share information across multiple locations from a centralized guest profile. The integration of golf and spa software functionality with property management solutions provides a powerful tool for resorts and hotels seeking to increase operational efficiency and customer service.

Customer.

With access to detailed client profiles, your staff can maximize client care and meet your quality standards and revenue expectations. Customer details can be shared across all properties, with approved staff having access to a guest's history, interests, and membership status. Our leisure and activity management solutions help you deliver an enhanced guest experience while promoting loyalty, boosting retention, and increasing revenue.

Knowledge.

Advanced reporting tools allow you to extract information the way you want it, making it easier to analyze your business. Knowing which guests are using your facilities is important; it's also essential to know who isn't returning. Powerful reporting capabilities allow you to conduct real-time analysis of key performance indicators and adjust your business accordingly.

SEE RESULTS NOW.

Using our leisure and activity management solutions, you can easily identify premium guests, make appointment and package reservations, check payment status, and determine resource availability for your spa, golf or other leisure operations. Let us help you reap immediate results by:

- ▶ Speeding the process of bookings/reservations
- ▶ Delivering improved guest service to achieve higher on-property stays and increase return visits
- ▶ Increasing operational efficiency, reducing mistakes, and improving transaction time
- ▶ Analyzing your business using detailed reporting
- ▶ Proactively marketing your services and retail items

ADDITIONAL HOSPITALITY SOLUTIONS.

Property management.

Your guests are savvy consumers who expect outstanding service. Exceeding their expectations is what keeps them coming back to your properties. Infor and SoftBrands property management systems offer you a complete solution for the management of rates, availability, and guest profiles for single- and multi-property enterprises across multiple platforms. Using our systems, you can increase operational efficiency, improve guest loyalty, maximize yield, and increase profitability.

Central reservation management.

Your guests are your most valuable asset. Knowing who they are, what they like, and how to reach them is essential. Whether you're acquiring reservations through third-party agents, channel booking partners, or your call center, you need to gather, integrate, and disseminate data about your guests, inventory, and rates efficiently across your enterprise. Central reservation system from Infor and SoftBrands provides you with a robust solution that allows you to match guest interest with property availability so you can increase revenue and occupancy rates.

Financial management.

Finance and accounting organizations help drive company performance by efficiently handling a multitude of daily transactions, sharing valuable information hidden in transactional data, and adapting processes fluidly as business conditions and regulatory environments change. Our financial management system enables companies to integrate and streamline local and multinational financial management processes from end to end. By doing so, they obtain a reliable view of financial performance across the entire enterprise, as well as gain the flexibility and control needed to adapt to the demands of the most challenging business environment.

Food and beverage management.

Every full-service hotel offers some type of food and beverage service to their guests. At Infor and SoftBrands, we provide hotels with food and beverage system that is fully modular and highly scalable. You can operate every food service or profit center including room service, bars and restaurants, patios, and retail stores. For your staff, our system is developed with a touch-screen user-centric approach that delivers the best user experience for servers, managers, and owners—whether it's front of house, kitchen, or back office.

Performance management.

Reporting and analysis are critical to the success of your business. Performance management solution from Infor and SoftBrands allows you to gather and consolidate information about the performance of your properties, create customized reports for your business, evaluate the effectiveness of your yield management strategies, and conduct thorough financial analysis. You can sort and filter reports to view the exact information you need at a moment's notice, so you'll have the right data for accurate forecasting and decision-making.

Customer relationship management.

Your guests interact with many people within your organization, providing insight into guest preferences and requests. Customer relationship management system from Infor and SoftBrands provides a centralized repository of critical customer data so that you only have to ask your guests once about their preferences and service level requests. This centralized profile is accessible for future reservation and customer satisfaction information along with statistical information to measure the value of each guest. As you learn more about your guests' preferences, that information is added to the individual's profile so you can market more effectively to and better serve your most valuable guests.



Human capital management.

Managing your valuable asset effectively and economically requires the ability to standardize key human resource processes across your global operation. Infor and SoftBrands human capital management gives you that ability. Our solution provides a web-enabled application including centralized databases for housing vital employee information, flexible tools for administering multiple benefit plans, and a framework for complex payrolls. It helps you manage your global workforce and turn it into a key competitive differentiator.

Reservation distribution management.

Reservation distribution solution from Infor and Softbrands provides you with a central view of rates and room inventory across multiple channels. This real-time access to data across your enterprise allows you to maximize profits and effectively manage multiple distribution channels. Reaching the right channel at the right time with the right room at the right price is vital to maximizing your revenues.

THERE IS A BETTER WAY.

We work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit www.infor.com/hospitality.

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The image shows the Infor and SoftBrands logos. The Infor logo is in a bold, black, sans-serif font with a red 'O'. The SoftBrands logo is in a grey, sans-serif font with a trademark symbol. The logos are positioned to the right of the contact information, with a vertical grey bar behind them.