

WATERLINE

Marinas22

International Conference & Trade Exhibition
Gold Coast 23/24 May 2022

INSPIRING
BUSINESS
SUCCESS

EXHIBITOR PROFILES



PROGRAM HIGHLIGHTS



VISIT AUSTRALIA'S NEWEST MEGAYACHT BERTH

APRIL 2022

There have been a number of changes to the marina software sector recently. We catch up with some of the software suppliers exhibiting at Marinas22, to provide a sneak peak of what is on offer when visiting their booth and introduce some new faces.

MARINA MASTER FEATURE LATEST MODULES AT MARINAS22

Whether it is working remotely or conducting an induction and customer welcome process online, marina management software has had to quickly adapt to meet the business needs of today. Marina Master's knowledge and real-world experience has enabled the platform to meet the everchanging challenges being faced by marine businesses. Marina Master (MM) will exhibit the latest modules on offer and showcase their benefits to their existing clients and those who are considering a change.

The latest modules available from Marina Master will be on show at METS 2022 and Marinas22.

Purchase Order (PO)

This module works in conjunction with their existing Point of Sale and work order modules and will allow staff to send PO's directly to suppliers, track open or pending PO's and receive in stock and mark the PO as ready to be paid or closed, all from the one system. An export out to the main finance software is also available to help track costs and expenses directly from MM.



The touch screen Food and Beverage Module

Payment Terminal integration

Enables marinas to process payments through a Merchant Warrior Terminal in real time. This integration means that there is no need for marina staff to enter the amount that is due to be paid as the terminal is linked directly to the MM system. This integration is set to remove manual handling and potential mistakes made in the statement of accounts.

Advanced Food & Beverage Module

This module is a fantastic add on for any marina or boatyard which manages a restaurant, cafe, bar or food truck. Orders can be placed and invoiced to account or paid immediately at the register by the patron. The system is set up to be utilised with touch screen monitors, giving staff the ability to simply navigate the system.

Advanced Loyalty Module

The latest enhancement to MM is an intuitive loyalty system. Marina businesses can create their own loyalty program with multiple tier levels and customised rewards.

Ocean Havens in Boston MA USA has worked with the Marina Master development team to integrate their loyalty program features according to Ocean Havens' specific needs. "The Marina Master team incorporated the many features for discounts and perks across the board by each membership tier for transient dockage, merchandise, fuel services, etc. This is the first season of the Ocean Havens' automated loyalty program, and it has been well received by our customers. Working with the team at Marina Master has been a very positive experience," said Chuck and Ann Lagasse, Principal Ocean Havens LLC, Boston.

Marina Master will be at booth 23



MARINA FOCUS SOFTWARE ACQUISITION

David Gore and Alan Barrett acquired Marina Focus from MSL Solutions in December 2021.

Building on more than a decade observing and advising on the evolving needs of yacht clubs, marinas, and harbour managers in the region, the pair have formed InFocus Software to refresh, renew, and reinvigorate the well-known Marina Management System (MMS) and deliver new features and functionality.

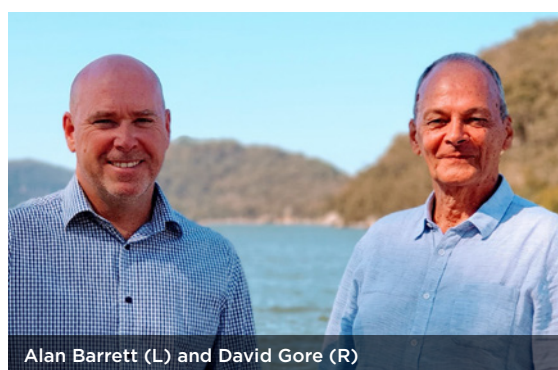
After a lengthy search for the next big thing in software for the waterfront, it's something of a homecoming for David who was the founder/architect of the Marina Focus business from 2004 until the 2012 acquisition by Micropower (now MSL).

"For the last five years I've been scanning the market for a new project, and I've had the chance to review much of the competition in detail. It became clear that Marina Focus offers a core

functionality that works well and is relied on by some of the biggest and best names in the country," said David. "We believe that Marina Focus is a solid platform for the new cloud-based system we're working on, and we fully intend to reinstate the service and support model that built the Marina Focus brand in the first place".

For Alan, it's an opportunity to reconnect with the marina sector since departing the BIA in 2017. "We've now had the pleasure to speak to all Marina Focus customers across the country. It's been great to get a sense of what they need in way of training and support to get the most out of Marina Focus right now, but also what's needed for the future. The feedback has been really valuable."

Respected industry veteran Craig



Alan Barrett (L) and David Gore (R)

Evans commented "It's great news that David and Alan have taken on Marina Focus. Over the course of nearly twenty years at the helm of both the Cruising Yacht Club of South Australia and Royal Prince Alfred Yacht Club, Marina Focus was the administrative backbone of our extensive marina and boatyard operations. I'm confident that this experienced team can deliver a renewed product and customer focus that leading yacht clubs can rely on".

Marina Focus will be at booth 2