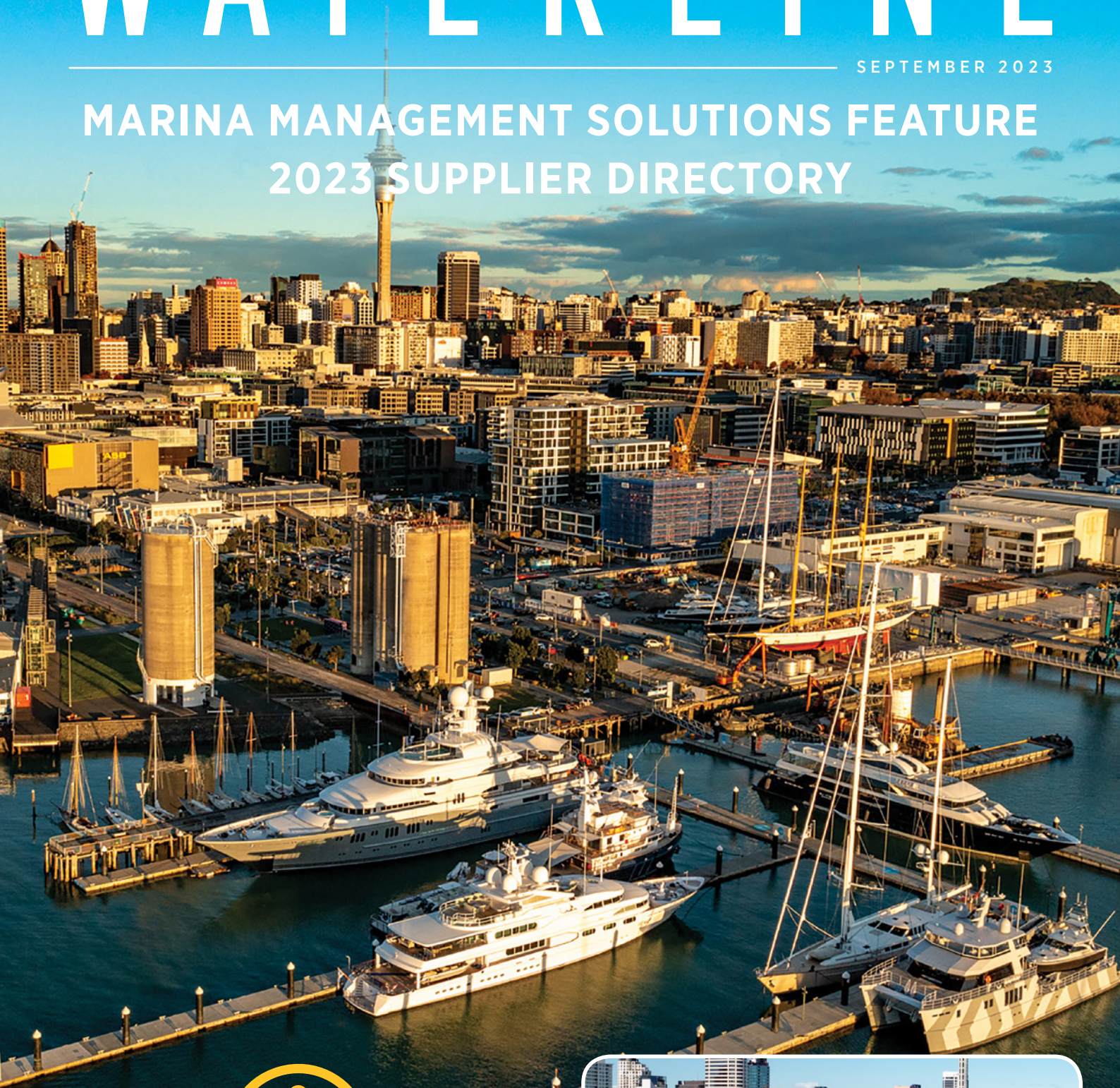


# WATERLINE

SEPTEMBER 2023

## MARINA MANAGEMENT SOLUTIONS FEATURE 2023 SUPPLIER DIRECTORY



**VIADUCT & SILO MARINAS  
NEW ZEALAND'S FIRST  
SUPERYACHT READY MARINAS**





# MARINA MANAGEMENT SOLUTIONS Q&A

As we all know in our day to day lives technology is always changing and staying up to date with what's new on the market can be a challenge. When it comes to marina management software, the thought of upgrading, changing or implementing a new system can be daunting. In this month's feature we brought together a number of Marina Management Software suppliers to ask them what marinas should be looking for or asking prospective businesses when finding a new solution.



## What benefits does a marina management solution provide marina operators?

**HARBOUR ASSIST:** A marina management solution should offer a framework that brings together all aspects of a marina business, ensuring organisation and effectiveness. An effective system will optimise operations, increase customer satisfaction, enhance efficiency, and ultimately lead to increased revenue for the business.

**MARINA FOCUS:** The perfect marina management solution provides clarity and confidence, without complexity. Even small marinas can be a handful to run and teams need to keep track of customers, boats, berths and maintenance - not to mention simple, streamlined billing and communications. A quality system reliably keeps the critical pieces in order so that management and staff can dedicate more time and energy to keeping customers happy, and the facility in good shape - all year around, through peaks and troughs, and especially in a crisis.

**NORTHSTAR:** When it comes to clubs you want to ensure you have an all-in-one club solution for all areas of the club. A marina module helps streamline marina management and provides the necessary features to manage transient and seasonal berth reservations. The boat directory helps clubs manage member boats and captures important details such as boat number, name, class, fuel type, registration and documentation. It also captures dimensions which

can help the business to set rates based on the overall size of a boat. Use of a member App or website for work orders can take care of boat repair and maintenance requests.

**MARINA MASTER:** Like others have mentioned, it should be an all-in-one solution focusing on complete control of marina management giving marina owners, managers and staff a powerful tool to cover all areas of operation. By automating and streamlining processes the marina will increase productivity and income, lower their overall yearly fees, staff training costs and resources, which is especially important in the rapidly changing marina environment.

*So you would agree that today's customers are looking for more personalised solutions for their needs and a marina management solution that is flexible enough to develop continuously according to marina's needs and latest trends, will boost their competitive advantage and improve their reputation among existing and potential customers.*

## MARINA FOCUS

**"The software is easy to use and customise to suit our operating and administrative needs. Support services are quick, timely, and efficient - resolving issues and responding to our queries with professionalism.**

**Their approach to design, implementation, and support of specialised systems shows the experience of Marina Focus in marina and boatyard operations. Above all, the friendly and helpful support team make every interaction a pleasure.**

**Their understanding of our business and willingness to go the extra mile has created a strong sense of trust and loyalty here at Derwent Sailing Squadron".**

**Abbalena Whalan, DERWENT SAILING SQUADRON, Tasmania**

## What cost benefits can be achieved by implementing a marina management solution?

**MARINA FOCUS:** Time-savings are an obvious benefit. A simple and user-friendly solution takes minimal training and is easy to understand and operate efficiently. Less time fiddling with the system or work-around spreadsheets means more time to focus on customer satisfaction and maximising revenue. The other key area is data and statistics. By understanding occupancy and yield in a detailed way, managers can make decisions aimed to increase both of these metrics - and then measure results.

**NORTHSTAR:** Cost benefits are found in timesaving and data accuracy due to the features of the single database application. The online tools enhance member satisfaction by empowering them to self-serve, streamlining operations to improve productivity and reduce cost.

**MARINA MASTER:** There are savings in operational cost and staff resources. It is also a paperless technology. When implemented properly, the business will save due to automation of almost all processes in the marina resulting in increased productivity, this means your marina staff will have more time for value added activities. Management will also have more control and can focus on the business and their customers.

**HARBOUR ASSIST:** Like the others have mentioned, there are various financial advantages for marina operators, specifically concerning expenses related to workforce, time effectiveness and decreased administrative work. These management solutions can additionally eliminate the requirement for numerous separate systems dedicated to different areas of the business

as they consolidate everything within a single comprehensive system. While the initial investment in software and setup might be a consideration, the long-term savings and efficiencies gained outweigh the upfront costs.

### How do marina management solutions improve staff productivity?

**NORTHSTAR:** Clubs have several departments that perform unique functions and the integrated nature of a marina management solution correlates these departments. An all-in-one solution increases productivity as the predefined workflows allow employees to accomplish tasks with ease and all transactional data posts automatically to the general ledger.

**MARINA MASTER:** Staff have a real-time overview of customer data, notes and task management available from any mobile device. All communication is streamlined on a single platform keeping customers informed and up to date. Marina surveillance and dock walks are done automatically, either by CCTV or dock sensors so a marina management solution automates a multitude of otherwise time-consuming tasks giving staff more time for value-add activities.

**HARBOUR ASSIST:** They greatly enhance staff productivity by automating tasks that were once done manually, providing real-time centralised information and streamlining communication. They empower staff with the tools to work more efficiently, make informed decisions, and provide excellent customer service.

**MARINA FOCUS:** Aside from infrastructure and people, the most important assets in your business are time and information. Your

## HARBOUR ASSIST

**“We can get the information we need much more quickly than before. We’ve got confidence in the system, and the team at Harbour Assist have been responsive to our needs.”**

Steve Sammes, General Manager Sanctuary Cove Marina

**“It’s a lot more user-friendly and transactions are much faster. If a customer is in front of me, I know I can quickly raise an invoice without keeping them waiting. It’s pretty seamless.”**

Rebecca Dodds, Sanctuary Cove Marina

marina management solution should provide easy access to relevant information and data and streamline or automate time-consuming processes. It’s also important to be efficient after the fact. Reliable record keeping and historical reporting lets managers review past performance with confidence, and plan for future improvement.

### What questions should you ask a supplier about their operating system?

**MARINA MASTER:** You really need to understand what your goals are and what day to day operational difficulties you are wanting a marina management solution to provide. Once you’ve established this, you should be asking about customisation capabilities, is



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Sanctuary Cove Marina

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→ there ongoing customer support and what does it involve, the implementation process and how long it will take and also possible integration with existing programs e.g MYOB?

**HARBOUR ASSIST:** When evaluating a marina management solution you should ask questions specific to your business needs, ensuring the solution will provide you with the tools required to run your business efficiently and effectively. The onboarding and implementation process is also important; how long does it take, and what is the process for migrating data from one system to another? Questions around the future development of the solution, customisation and stability and user support are also important, as well as data security and pricing.

**MARINA FOCUS:** Most operations will need capable and responsive support at some point in the life of their software, and many will want to see the product continue to evolve and adapt to better suit their changing business requirements.

MARINA MASTER

“Soldiers Point Marina is proud to be the 1st marina in Australia to be using the Marina Master Software and the best thing about it is how versatile it is and how cooperative and diversified the owners are willing to customise to our needs – it is a pleasure to work with Vesna & her team. Nothing is too hard – everything is prioritised and to date they have met all their expectations. The Marina Master software enables a lot of flexibility in customising solutions according to our requirements and ever evolving customer services. The software not only improves the day-to-day operations but is saving me \$1,000’s of dollars a year in operational costs. Marina Master have managed to integrate with MYOB, a first for them also, without a glitch and I would recommend the software and staff in control to any marina.”

Darryl Barnett CMM, Soldiers Point Marina, NSW

Software buyers should research the location and capability of product support staff and try to establish the level of commitment to the customer’s core business.

With a minimum five-year timeframe in mind, try to satisfy yourself that your software vendor or support agent will be there for you when you need them....and will they be able to help!

**NORTHSTAR:** Enquire about their technology stack, does this provide your club with software longevity? How much did they spend on research and development in the last 12 months? When was their last upgrade, is it part of the maintenance agreement? Do they have a software roadmap?

What are the benefits for boat owners by installing a marina management solution?

**MARINA FOCUS:** There’s nothing worse for boat owners than getting invoices and communications that are wrong. It reflects badly on the marina, the staff and the management. A good marina management solution gets the basics right – with minimal fuss and effort. Marina customers feel the difference and sleep better at night knowing they’re in good hands.

**NORTHSTAR:** Members’ expectations are heightened and they want the control and reassurance of being able to book something, access information and find answers to their queries, 24/7 without having to wait.

A marina management solution that offers a customer App, like Northstar ClubNow, and Member Website is the epitome of self-service, Members/Boat Owners can make reservations, manage their personal details, view and pay statements, enter a sailing event/regatta and submit work order requests. Overall, it improves the customer experience while offering cost savings for the business.

**MARINA MASTER:** Marina Masters App, myMarina© gives boaters a direct and efficient way of communicating with marina staff and management enabling them to book services, make payments, see an overview of their boats’ data and even view their boat live through CCTV. The App creates a new and unique improvement of the boater-marina relationship.

**HARBOUR ASSIST:** With our product boat owners have a Customer Portal that allows them to conveniently access their account information, track their activity, review financial details, and, if an online payment provider is integrated, make payments. There is also the ability to enable the customer to request services and report

Why should someone select your product? What is your unique selling point?

<p><b>HARBOUR ASSIST:</b> Harbour Assist is a cloud-based marina management solution, encompassing CRM, reservations, monitoring marina occupancy, managing visitors, bulk communications, handling invoicing in bulk, performing health &amp; safety inspections, and recording faults all within a single, real-time platform. Its cloud-based nature allows for accessibility from any device, no matter the location.</p>	<p><b>MARINA FOCUS:</b> Marina Focus is all about quality service and support, and our ongoing commitment to purpose-built software for the waterfront. We understand marina and boatyard operations, and the benefits of keeping it simple. When our customers need help or advice, we bring a can-do attitude and work hard to make sure we deliver reliable and lasting solutions.</p>	<p><b>NORTHSTAR:</b> Northstar delivers a purpose-built, browser-based club management software solution. The application is built on a single database supporting 30 scalable modules to control end to end operations for clubs of all sizes.</p>	<p><b>MARINA MASTER:</b> Marina Masters goal is to improve the marine industry worldwide by helping marinas achieve their goals faster and with less effort. With users across more than 100 locations around the world we are constantly exchanging ideas, knowledge and experience to create a more advanced marina management solution.</p>
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### What processes and support do you have in place for technical issues?

**HARBOUR ASSIST:** System uptime and performance is monitored 24/7.

The Harbour Assist database is housed on Azure SQL Database. Microsoft provide a rolling 5-week backup which are geo-replicated to another datacentre to protect against unrecoverable Azure disaster. A database can be restored to any point in time in the last 5 weeks.

**MARINA FOCUS:** The Marina Focus support model is built around same-day response. Most support requests are logged via email, but urgent matters are dealt with by phone in Australia and New Zealand. Support is not just fixing crashes, it's understanding the needs of the business and tailoring the fix so that your customers have the right tools for the job and know how to get the most out of the system.

**NORTHSTAR:** Northstar have a dedicated 24/7 Australia / New Zealand support team that customers can call or submit email tickets to the help desk for software related support. In addition to the support team, Northstar has a domestic professional service department that provide onsite implementation and training services.

**MARINA MASTER:** Marina Master support includes online help desk support through email, phone or other online communication channels. Our commitment is to respond immediately or within a maximum 2 hours from receiving the notification.

## NORTHSTAR

**“Since Northstar, the Member experience has significantly improved, the workforce is communicating, finding efficiencies in processes and supporting each other, all courtesy of the centralised digital platform.”**

**Andy Fethers, CEO, Royal Freshwater Bay Yacht Club**

issues from their Customer Portal. The platform provides boat owners with a well-organised, professional and structured interface.

### How long does it take to install / train staff / implement a marina management solution?

**MARINA MASTER:** Implementation is about a one-month process. The implementation period can take longer depending on the marina's specific requirements. Implementation includes system analysis, data migration, online installation, testing, on-line staff training and possible additional development before production set up.

**HARBOUR ASSIST:** The typical duration for the implementation process, starting from the launch call to the actual solution launch, averages about 12 weeks. Throughout this period, users will receive comprehensive training and will be able to use a testing environment. The implementation strategy is customised according to the specific requirements of the customers, potentially resulting in a timeframe longer or shorter than the standard 12 weeks.

**MARINA FOCUS:** Install and implementation can take as little as one week, though with most new clients we work through a process to make sure the data import is tight, and staff have time to process what they are learning and ask questions as they become more proficient.

**Thanks to Marina Master, Harbour Assist, Northstar and Marina Focus for sharing their insights and tips about what to look for when selecting a marina management system.**

As you have read, there are a number of benefits of marina management solutions in not only cost savings but efficiencies for your marina. Selecting the right software that suits the needs of your business can be challenging, we hope that the tips provided can steer you in the right direction or stimulate the questions you need to ask. **These four businesses will be exhibiting at Marinas24, also check out the Marina Supplier Directory ([marinasupplierdirectory.org](http://marinasupplierdirectory.org)) for their contact details.** ●



### The Future of Marina Access Control

Marina Master is introducing FaceID Access, a cutting-edge solution that simplifies access control for marina owners and managers. Due to be launched October 2023.

#### Key Features:

- **FaceID Technology:** leverages advanced facial recognition technology, allowing customers seamless entry to your marina, dry storage or boatyard facility with just their face.
- **Total Integration:** the solution integrates seamlessly in one place so there is no need for multiple software solutions.
- **Cost Saving:** customers no longer require costly access tags and keys.
- **Adaptable:** there is a hybrid option for those not wanting to go fully keyless. The solution allows you to take advantage of FaceID Access and still have the use of keys for those who don't enrol their face.

**For further information contact Daniel Tyzzer, Dash Symons at [daniel@dashsymons.com](mailto:daniel@dashsymons.com) or 1300 003 274 or Irena Cadez Marina Master [info@marina-master.com](mailto:info@marina-master.com)**

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