

WATERLINE



ROYAL GEELONG
YACHT CLUB
AWARDED
AUSTRALIAN
YACHT CLUB
OF THE YEAR

MARINAS21
BEST WELCOME
RECEPTION EVER!

WELCOME BACK
VICTORIA

INDUSTRY
ANNOUNCES NEW
DEVELOPMENTS
AND BIG PLANS



MARINA MASTER[®] OFFERS SOLUTIONS TO SFM MARINE

SFM Marine is the new name in premier maritime services and investment, providing personalised quality services with speed and mobility. SFM Marine has recently implemented the Marina Master[®] system in their Western Australian facilities.

The nature of marina and yard services and the environment is indeed changing, especially in these current unusual pandemic times. Today's boaters and marinas are becoming more demanding in the digital space and are looking for more personalised solutions for their needs.

Marina Master[®]'s digital all-in-one solution, designed for marinas specifically is changing the way marinas operate and the beneficial added-value is helping SFM Marine to successfully realise their challenging requirements and goals within their long-term strategy.

"The Marina Master team have taken the time and been dedicated to understand the requirements of SFM Marine, whether it be berthing, maintenance, project management or custom vessel construction. They have responded in a timely and punctual manner throughout the set-up process and the platform has engaged where necessary with our billing, security, CRM and management systems" said Matthew Neal, General Manager, SFM Marine, Australia.



Marina Master[®]'s agile development and support team is guided by professionalism and expert knowledge and helps marinas by providing them with digital solutions. Consulting on best practices in marinas worldwide for more than 29 years, the Marina Master[®] team is proud that Marina Master[®] users worldwide recognise them as a global leader in the industry.

"Every experience with our customers is a goldmine for our strategy", said Tone Britovsek, M.Sc., Founder and Owner, Marina Master[®].

Value added for marina managers, marina staff and marina customers

SFM Marine customers can order basic or extended services according to their individual needs and expectations anytime and anywhere, quickly & simply from their mobile or tablet, which is very user friendly whilst sailing.

SFM Marine Staff benefit due to the new timesheets module which has improved and automated their

services, work orders, planning of working hours and more. Examples of processes: checking boat movements, entering new data, extending contracts and other labour-intensive tasks are digitalised and automated.

A leap forward is the integration with Dynamics 365 Business Central (previously called Dynamics NAV). Marina staff get a complete overview of customer data, history and future reservations, internal/informal notes, alarms enabling them to communicate with customers through email, text messages and notifications, simply from anywhere, anytime. The personalised interface offers adaptability and customisability covering all marina and boatyard services as well as dry storage facilities. Therefore, enabling more time for added value activities such as talking with customers, which is always an important investment in customer relationship improvement.

Marina Master[®]'s consulting approach improves SFM Marine's management systems from the owner's & manager's point of view, as they have complete remote control of marine operations and a real time business overview of critical data from the personalized Marina Master interface. Mobility, speed and flexibility enable SFM Marine to follow their vision and develop continuously according to their individual requirements, latest technology trends and the changing pandemic environment. 📍

