

NORTHSTAR

Empowering Revenue Generation and Real-time Resort Analytics

Hospitality software that will change the way you run your business.



Advanced Technology for the Connected Resort

Northstar from Spectrum Technologies was launched to extend a disruptive new vision: make hospitality ERP (enterprise resource planning) software for the mid-size resort accessible, usable and indispensable to everyone from guests to staff to management. Hospitality ERP software is a fast growing segment that now affords resorts advanced software solutions for managing complex data and trends with predictive analytics in real-time. By capturing and analyzing everything from customer transactions and engagement "stickiness" to inventory levels and sales per customer, Northstar turns discrete data into valuable insights no matter what area of your resort business you're focused on. It's what we call Operational Intelligence - incorporating Business Intelligence and Customer Intelligence.

A Consolidated Approach to Big Data Analytics

According to Columbia Business School's Center on Global Brand Leadership, lack of digital insight and data-sharing is a major obstacle for companies today in understanding their customers and being able to fully serve them with the products and services they wish to purchase or at least consider purchasing. More than half (51%) of business managers and marketers said that their biggest "data" challenge was the lack of sharing of data among company departments. In addition, despite a large quantity of data that businesses generate via their current systems, 42% of business managers said it was still too difficult to tie that data back to individual customers. Another 45% said personalizing communications - closely related to linking data to customers - was a major challenge. Many existing technologies, built on non-relational databases or "best-of-breed" silo concepts, simply cannot handle the scale, speed, or complexity of the data volumes, data dependencies or real-time data query flexibility required to properly address the challenge.

Northstar focuses specifically on resolving this challenge and providing opportunities and solutions to effectively harness disparate data and create an exponential information value chain where the extensive "operational intelligence" gained is more than the sum of the data collected. Northstar collects, monitors, reports and analyzes the entire realm of transactions, reservations, and other data generated by guests, staff, management and other platforms - whether from physical on-premise, virtual or in the cloud. Northstar helps organizations securely and efficiently manage their business and unlock the value in their data.

Time	Upper Courts - Court 1	Upper Courts - Court 2	Upper Courts - Court 3	Upper Courts - Court 4	Upper Courts - Court 5	Upper Courts - Court 6	Holding Area
7:00 AM	78 - John White 2 (1.0 hrs) Check No 13295		126 - Alice Chandler 2 (2.0 hrs) Check No 13295			60 - Karen Stevanson 2 (1.0 hrs) Check No 13297	
8:00 AM			126 - Barry Gordy 1 (1.0 hrs) Check No 13298				
9:00 AM	95 - Joe McDonnell 1 (1.0 hrs) Check No 13296					Multiple reservations: Randolph Caldecott, Jeff Wrislow, Barry Gordy, Sam Fisher	
10:00 AM	158 - John White 1 (1.0 hrs)		228 - John White 1 (1.0 hrs) Check No 13296				55 - Debra Epstein 1 (1.0 hrs) Check No 14002

Northstar Customer Legacy

Since first launching its software in 2003 to private and semi-private membership clubs, Northstar is now approaching 250 customers worldwide. These organizations are using Northstar's advanced technology to improve service levels, reduce operating costs, mitigate security risks, enable compliance, enhance workforce efficiency, foster inter-departmental collaboration, and use data to study customer usage and purchase patterns and create new product offerings and services for their patrons. With the easy-to-use Northstar technology, they are able to break down traditional data silos, simplify staff tasks, achieve new levels of operational intelligence and gain insights that benefit the organization, staff and guests alike.

Some of the most recognized and prestigious properties use Northstar technology to manage hotel rooms, multiple golf courses, spas, tennis facilities, aquatics centers, multiple on-premise restaurants and fine dining establishments, convention halls and conference rooms, banquet and catering, multiple retail outlets, and much more. In addition, Northstar offers a series of online interactive and mobility products for staff, management and guests to stay connected and engaged.

The Company

Spectrum Technologies, Inc. is a U.S.-based company headquartered in Alpharetta, Georgia with over 100 employees around the world. With its product development lab in Asia and regional client service offices around the U.S., Spectrum Technologies supports its customers 24 hours a day, 365 days a year.

Northstar - The Software Product

Northstar is an integrated, web-interface hospitality ERP software solution delivered on-premise or as hosted Software-as-a-Service (SaaS). The software provides the scalability to handle massive live transactional data streams from multiple touch-points including touch-screen POS terminals, back-office workstations or online virtual access points from desktop, laptop, tablet or mobile devices. It manages data in a structured format so that it can provide deep drilldown, statistical analysis and real-time, information dashboards and reports for anyone in the organization, from anywhere using secure, password-protected web-interface technology. Northstar provides a real-time understanding of what happened, why it happened and what is happening across your entire property or properties.

Northstar offers Financial Management, Retail and Inventory Management, Food and Beverage Management, Banquet and Catering Management, Event Management, Golf, Spa and Activity Management, Property and Lodging Management Systems, Campaign Management, Online Reservation and secure Guest/Member Account access, social network integration, API interfaces and more.

Customers will typically implement software modules to cover critical business areas but soon find the integrated and secure nature of the product very easy to work with and quickly discover Northstar's value over a wide range of business use cases, including the following:

Application Silo Consolidation

Northstar enables "single-point" operational visibility across the entire application suite to dramatically reduce inefficiency and improve productivity and service. Its single platform (from database engine to menu system to user interface design) provides a consistent and dependable flow of business processes that are easy-to-learn, understand and use. Consolidating existing software "silos" to Northstar will streamline your processes, improve service and drive ROI benefits.

Security, Compliance and Audit Trails

Northstar offers the most robust real-time security model of any hospitality ERP system on the market. Real-time security monitoring, user-access controls, user transaction authentication and audit trails with PCI-compliant software means you get the most secure suite of integrated modules.

Notifications and Alert Management

Northstar provides the ability to detect and investigate real-time business conditions based on user-defined threshold conditions. Northstar provides real-time monitoring and proactive alerting with the ability to drill down into the data to investigate and help resolve issues or spot trends in dramatically less time.

Business and Data Analytics

Traditional business intelligence (BI) and data analytics tools run in batch mode and provide a limited view of what's really happening right now. With Northstar, the analytics provide real-time, end-to-end visibility so that granular transactions such as guest purchases, inventory levels, trending sales, or a host of other important operational factors are available immediately for monitoring and decision-making.

Northstar and ROI

Northstar customers typically achieve an ROI measured in weeks or mere months, sometimes even before all the modules are fully implemented into production. Northstar users take little time to get familiar with the system's easy-to-use web interface, can look for answers in the data in minutes rather than days, can dramatically improve service levels, reduce time spent in the system, spend more time with guests and customers and generally make more productive use of their time. All this adds up to a faster ROI, new productivity achievements and powerful new insights for the business. Here are a few examples:

- One of the largest boutique hotel/membership clubs in New York City with an active list of over 13,000 world-wide members/guests was able to demonstrate an annual ROI of over \$500,000. This ROI was a combination of software tools consolidation, retired licenses, and cost-savings gained using Northstar's online tools to engage with the world-wide members.
- The leading private member club in the United States was able to move their operation from 50% manual to 100% computerized with the help of Northstar software. The partnership enabled Northstar to work with the customer, enhance the product and deliver more value and automation. The property underwent an extensive construction program to enlarge the facility and Northstar played a key role in their decision to keep operations on-going while construction was in progress. The decision enabled the club to achieve an ROI well over \$2M in the first year.
- A U.S.-based start-up Golf Management company selected Northstar technology for their first course and eventually implemented Northstar on their entire 7-club enterprise. The plug-n-play nature of the software enabled the new courses to come on-stream quickly, providing guests a wider choice of participating facilities from which to choose. With the new business model, the company was able to realize annual ROI of approximately \$250,000 from operations.

- A mid-size golf resort in the U.S. mid-west was able to collect, analyze and use historical data to create new service offerings in response to data showing where guests spent most of their time and made most of their purchases. The strategic change created a new class of customer for the resort and led to an increase in the revenue per guest visit, contributing to an ROI in excess of \$100,000 in the first year of change.



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Company Milestones

- 2002: Company with a vision starts work in a small Fremont, CA office
- 2003: Beta software product launched with revolutionary web user interface
- 2004: Northstar 2.0 - POS, Membership, Accounting, Reporting - 10 customers
- 2006: Northstar 3.0 - Banquet & Catering, Events - 35 customers
- 2007: Northstar moves HQ to Alpharetta, GA
- 2008: First Northstar user conference
- 2009: Northstar 3.5 - Mobile Apps, Online Portals - 110 customers
- 2010: Northstar 4.0 - Dashboards, Tee-times, Lodging - 150 customers
- 2011: Northstar 4.5 - Marketing, Social Web, Activities, 200 customers
- 2012: Northstar launches into the resort and retail markets

Strategic Partners

Technology Partners: MySQL, ETS, ForeTees, Quick18.com

Investors

Privately owned company since inception. Self-funded and profitable with the fastest growing customer base in the industry over the last 4 years.

Contact us today for a demo:

- Mail >> info@spectrum-tech.com
- Call >> **678.389.4300**
- Scan QR >> www.spectrum-tech.com