

NORTHSTAR

Enterprise Software for Resorts

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



PRODUCT HIGHLIGHTS

- Standardize on a single database platform reducing cost, increasing staff efficiency and keep guests happy
- Integrated modules allow you to monitor your business from a single vantage point — no more spreadsheets
- Monitor the system in real time to spot trends and identify issues before impacting your business
- Configurable data architecture delivers deep data analytics via user-defined KPI alerts and notifications
- Knowledgeable customer care professionals providing 24/7 coverage - from support to best practice advice

Northstar Overview

Northstar from Spectrum Technologies is the silent engine for powering memorable guest experiences. It collects, manages, and harnesses data generated from daily operations across your entire business from all departments, all locations and all guest experiences - both on-premise and virtual.

Hospitality ERP (enterprise resource planning) is one of the fastest growing and most complex segments in resort organizations today. It is also one of the most valuable, containing a definitive record of guest transactions, customer behavior, spending trends, financial performance, security threats, suspicious activity and more.

Northstar offers advanced software and solutions for collecting, managing and making business decisions on a daily basis, that were once only accessible to the larger properties. 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.

Data Analytics and Visualization Leads to New Revenue

Northstar collects transaction data securely, reliably and efficiently from a multitude of touch-point modules. It stores and manages the data, with real-time accessibility, in a centralized database on-premise or in the cloud software-as-a-service (SaaS) and it protects it with role-based access controls created by you to meet your security and business needs. Northstar lets you search, monitor, report and analyze your real-time and historical data - it is always available. Now you have the ability to quickly visualize and share your data with those who need to know, uncover important trends in your business, and make revenue-driving decisions with more confidence.

Northstar delivers the complete business solution, compliance at lower cost and more enthusiastic users. With a wide array of easy-to-use and integrated business modules to choose from, you gain new business insight, rapid visibility and timely new intelligence for your business.

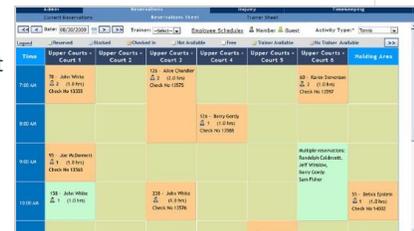
Software Capabilities

Northstar is an integrated, web-interface hospitality ERP software solution delivered on-premise or as hosted Software-as-a-Service (SaaS) that 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 Software Applications

Northstar provides core business and guest-centric functionality for each of your operating areas over single or multiple locations. The functionality is delivered using a single integrated database with applications (modules) designed in an easy-to-use web interface including:

- **LODGING / PMS**
Folio Management
Revenue & Rate Management
Real-time Integration
- **SPA**
Multi-Room/Multi-Service
Visual Resource Management
Price & Package Manager
- **FOOD & BEVERAGE**
Mobile / Kiosk Mode
Definable Menus and Venues
Order History Look-up
- **CATERING**
Menu Templates
Financial Reporting
Proposal Manager
- **EVENTS**
Templates and Recurring Events
At-a-Glance Visual Calendar
Financial Forecasting
- **MEMBERSHIP CLUB**
Profile & Demographic Data
Psychographic / Trait Management
User-Extendable Profile Table
- **RETAIL MANAGEMENT**
Purchase History Management
Gift Certificates
Real-time Integration
- **GOLF MANAGEMENT**
Multiple Tee-Sheet Mgmt
Rate Management
Online Reservations / APIs



Turn over for more

Applications continued

- ACTIVITY MANAGEMENT**
 Multiple Activity Design
 Lessons and Class Management
 Online Reservations
- FINANCIAL MANAGEMENT**
 Integrated GL/AP/AR Modules
 Financial Report Designer
 Transaction Record Audit Trails
- eMARKETING**
 Drilldown Searches
 Build Query Capability
 Real-time Integration
- CONCIERGE**
 Guest Service Management
 Up-sell and Cross-sell
 Mobile and Kiosk
- MOBILE CONNECT**
 Secure Database Access for Mgmt
 Secure Account access for Guests
 Mobile Phone and Tablet Devices
- WEB CONNECT**
 Secure Guest/Member Portal
 Pay or Purchase Online
 Reservations and Bookings
- eCOMMERCE**
 Shopping Cart Mgmt
 Secure Payment Options
 Customer Purchase History
- WORK ORDER MANAGEMENT**
 Resource Management
 Project Costing Capability
 Financial Forecasting

Report and Analyze. Build advanced reports that show trends, highs, lows, summaries, etc with the Northstar Reporting Engine. Create robust, information-rich reports directly from the easy-to-use web-interface without any advanced knowledge of search commands. Save reports for future use and create PDFs on a scheduled basis to share with management or other business users.

Custom Dashboards and Views. Dashboards integrate multiple charts and views of your real-time data to satisfy the needs of different users. Users can edit dashboards using a simple interface and drop change the dashboard objects to suit their data needs.

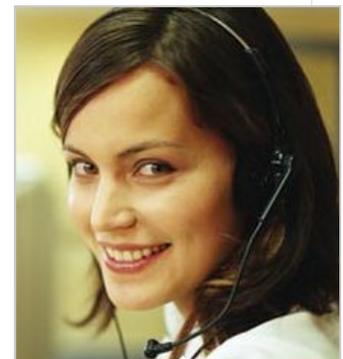
Scale the IT Infrastructure. The Northstar database architecture uses MySQL and scales across commodity hardware as data volumes grow - always maintaining the concept of the single database for your enterprise. The implementation can be on-premise (at your site) or as a hosted Software-as-a-Service. Northstar can be deployed across multi-geography, multi-datacenter infrastructures while still providing aggregated data for management.



Secure Data Access: Security is important and role-based access to controls govern how far a user's search or data access permissions can extend. Typically, user access will be defined per module (or departmental roles) but Northstar has the flexibility to provide granular security permissions at the process level. Similarly, Northstar provides a robust security core for managing online access to the system. Since all the data you need to investigate security incidents resides in Northstar, every transaction is authenticated, including system activities and user/guest activities through the web interface and enforced against enterprise-wide security policies.

Professional Services and Customer Care: Northstar supports its clients with well-qualified professional staff having over 100 years of accumulated experience in servicing the resort, hospitality and membership market. Our Implementation staff get you started and trained to use the system and our Customer Support staff are always there for you when you have a question or request.

We stay on top of the latest business, technology, mobile and web trends so we can provide you with the best tools and solutions we can deliver.



Northstar Best Practice Capabilities

Operational Intelligence from Single Source Database. Northstar collects and manages all of your data in a single database to provide a complete 360-degree view of your operation, your guests' experiences and their individual and collective impact on your bottom-line. As your data needs grow, Northstar is designed to scale efficiently (for speed and storage) on standard hardware so you always keep your historical data on hand.

Search and Investigate. Search and analyze real-time and historical business and transaction data from the single database. Search tools make it easy to drill down into the data across modules to find trends and facts. With Northstar's web-interface you can trace transactions across multiple modules using the familiar web links feature. Store search results using the graphical reporting engine and re-use your search query over again directly from the menu.

Create Knowledge. Northstar will make sense of your data and turn it into knowledge to better understand your business and your customers. Northstar provides tools for user-driven customization. For example, users can add fields to the customer database to report on specific demographic reporting requirements.

Monitor and Alert. Northstar turns your searches and instructions into real-time alerts that automatically trigger notifications such as sending automated emails, posting on-screen updates or text message feeds for mobile communication. Alerts can be set to any level of granularity and can be based on a variety of thresholds, trend-based conditions and complex patterns such as guest-centric conditions for spend, visits or aggregate purchases over a timeframe.

Contact us today for a demo:

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