



# NORTHSTAR

Powerful and  
Easy-to-Implement  
Resort Technology

Engineered to Scale  
and Drive Financial  
Results

## Membership Clubs

### Challenges and Opportunities

Northstar delivers solutions that help turn challenges into opportunities. Consider some of the challenges you may encounter today in your business:

- Many databases to store membership rosters and activity without any viable or effective manner to manage them all.
- Inability to gauge the status of your business in real-time because of disparate databases and the inability to make sense of the data your system is generating.
- Providing easy-to-learn tools for your employees, trying to reduce employee turn-over and the high cost of training
- Desire to know your customers better, who they are, where they come from, and what they want to purchase next

Give your resort the competitive advantage to attract more profitable business and drive revenue.

### Why Northstar Works for Membership Clubs

**Fully Integrated Business System** running on a single database platform ensures your business runs at optimum performance and provides exponential knowledge returns on your customers with 360-degree insight for your staff and management.

**Configurable Implementation** based on your business needs. Northstar is delivered as on on-premise installation or hosted SaaS service. Both are supported by the our knowledgeable professional services and customer support staff who will work with you to further configure the solution to meet your specific business needs.

**Revenue Management** to allow automation of online reservations and bookings directly into Northstar, create attractive offers and packages, and train staff on cross-sell and up-sell opportunities from the customer-facing POS stations and mobile kiosks.

**Data Analytics and Reporting** provides deep, drill-down access to all areas of the your business. The integrated Northstar database comes with loads of pre-formatted reports, includes a state-of-the-art reporting engine for more customized reporting, and trending analysis generating the numbers and KPIs you need daily, weekly, or in real-time with Northstar's StreamAlert notification system.

#### Northstar has helped customers:

- Save over \$2M by eliminating or streamlining manual processes
- Create \$500k annual ROI for a 13,000 member destination resort
- Helped uncover new revenue streams in excess of \$100k /yr.