

“ We can query across all our systems and identify member transactions on our gaming system, in our bars or restaurants at the gym or anywhere where we take a swipe of a member’s card...”

Know *your* club

Do you have a clear view of what is going on in your club?



With disparate systems and various data structures, generating reports from club systems becomes a complex and manual task. Professional Advantage and ClubIntel work with the systems you already have to consolidate your clubs data. It provides you with a 360 degree view of your club and patrons, with the ability to:

- Capture a vast amount of information from a variety of sources: gaming systems, food & beverage, POS, gym, marketing and your financials
- Know what sales are actually being generated from events you organise to bring people into your club
- Recognise what and where people are actually spending in your club
- Optimise stock levels for events
- Quickly and easily measure KPIs
- Benefit from being able to benchmark against other clubs

Use your club data intelligently. Turn information into knowledge and knowledge into financial gains. Get instant access to view, drill down and query data via your desktop, the web or mobile device.

- Hourly, daily, weekly, monthly, annual reports
- Dashboards, charts & graphics highlighting club performance at a glance
- Export information to Excel
- Multi-dimensional & what-if analysis
- Generate reports on the fly, anywhere, anytime!
- Assess & analyse all membership data across multiple systems
- Flexible, timely & highly customisable reporting
- Streamline reporting & day-to-day activities

The ability to pull all your club data together and manipulate data from sources such as...

Finance

Bring more strategic focus to your financial information rather than just being a score keeper. Compare your financial data from yesterday, last month, the past 3 quarters for the past 3 years!

- Eliminate inaccuracies
- Track club income against expenditure
- Handle payroll & EFTPOS transactions
- Detailed budgeting & rolling forecasts
- Monitor club performance
- Instant access to all club financials
- Accounts payable
- Accounts receivables
- General ledger
- Bank reconciliation

Marketing

Find out who your most profitable members are, what they like to do when they visit the club, what they drink and what promotions are the most successful? With this valuable data in your hands, you can tailor products/services and marketing activities around your member behaviours.

- Number of new members
- Number of member renewals
- VIP & tiered loyalty programs to reward your members
- Member profiling



Food & Beverage

Analyse data captured from the club bar and restaurant so you can control costs, become more efficient, minimise wastage. With this information available to you, you can identify the most popular meals, when the busy times are and how many staff need to be allocated each day to cater for peak times.

- Stock holding levels
- Number of items sold
- Number of patrons
- Identifying top selling products & spin off sales

Gaming

You can identify which gaming machine generates the most revenue. Club management can easily analyse detailed gaming performance reports and cash flow variations to better manage club EGM's.

- Gaming machine turnover
- Number of visitations
- Gaming profit

“ Now managers can analyse member behaviour such as gym usage, restaurant or coffee shop visits and whether members are using the complimentary bus to travel to and from the club. ”

Gym

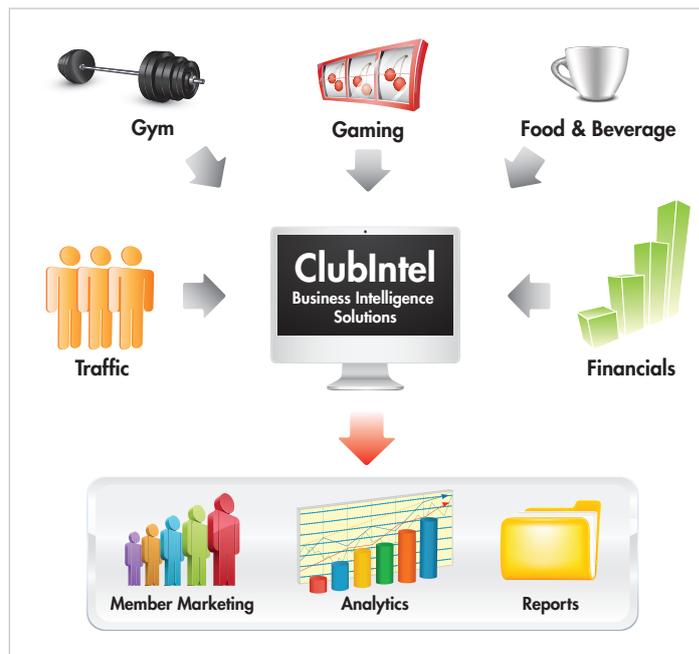
The club gym can either be an expensive cost or bring profits for the business. Find out how much your gym is being used and compare it to competition. With information at your fingertips you can evaluate your gym operations to identify opportunities for growth or expansion.

- New members
- Member turnover
- Equipment cost
- Maintenance costs

Staff

Report on employees job satisfaction levels and better utilise your staff time. Easily manage your club staff scheduling by matching of labour (cost) with activities (revenue) to improve efficiency and productivity.

- Maintain complete employee information
- Track overtime hours
- Number of sick days
- Staff turnover rates
- Manage staff rostering



With ClubIntel you can deliver new insight, take action and optimise your clubs performance.



Call: 1800 126 499

Visit: www.pa.com.au/products/clubintel

Email: enquiries@pa.com.au

About Us

Professional Advantage is a leading provider of Microsoft Business solution for businesses. Our 250-strong team in 6 offices across Australia and internationally has successfully worked with over 1000 organisations including well known clubs such as Mingara Recreational Club, North Sydney Leagues Club, Caboolture Sports Club & more!

