

Dealer Management Software for Caravan, Motorhome and Leisure Trades

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A-BOUT US

Catalyst provide a very simple and cost-effective solution to run your business. Incorporating cutting edge ideas and features, it takes business cenective solution to run your business. Incorporation to run your business it takes business cutting edge ideas and features, it takes business

Catalyst Computer Systems was founded in 1989 and now runs with more than 25 full-time staff. We can provide you with a complete business management system. This provides administration for all major areas of a business. With over 28 years of experience and a dedicated staff, we deliver all the support needed to get the very best from our systems.

The software is fully modular; meaning you only buy or rent what you need. It will allow you to incorporate all of your business necessities into one place. All new hardware sold comes with onsite warranty for peace of mind.

Catalyst not only write and supply specialist 'Platinum' software but also hardware, networking, third party software, installation and training - not forgetting our ongoing support service that is second to none.

All of our modules feature report generators that enable the creation of reports tailored to your own requirements. Features include full on-screen help, configurable document format and custom menus. You can also report directly to your smartphone.

We offer the best for less because "Your success is our priority"

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CARAVAN & MOTORHOME SALES

Simple and Effective Management of Vehicle Stock, Sales and Marketing.

The sale of caravans and motorhomes is the core activity of a leisure business. It often drives other areas of sales within the business from parts and shop sales through to workshop. As this is such an important part of the business it usually involves dealing with high value items. It is therefore vital to get the operation and administration of it as smooth and easy as is possible. Each caravan or motorhome is unique and requires specialist information to be stored. Most vehicles even carry their own serial numbers and often have individual features and modifications. You often need images for marketing, or videos to illustrate their operation.

This complexity of information demands specialist software to handle the sales process and present information when and where required. The presentation of that information needs to be professional and to reflect the image and values of your business. We make it simple to control your vehicle stock records and the entire sales and marketing process; from advertising to ongoing customer contacts after a sale has been made. This is all done by a single fully integrated system feeding information automatically into other key areas of the business, from accounts to workshop.

Automated web advertising

Dashboards for instant information

Automated web advertising feeds

Make your Vehicle Sales easier with Catalyst Configurable document formats

Configurable reporting

Paperless - print direct to E-mail

Image rich vehicle fact sheets

Integrated accounts



Full vehicle history

(Sales Dashboard)





The system copes admirably with all aspects of our business which includes the sale of touring caravans, motorhomes and static caravans.

SALES PROSPECTING & CONTACT MANAGEMENT

An efficient sales aid that can be used either stand-alone or integrated with any other aspects of the software including Vehicle Sales, Shop Sales or Accounts to manage sales prospecting activities.

What is Prospecting?

It's the process of working to maximise sales by actively contacting potential customers. The purpose of these contacts is to bring new clients into the business whilst maintaining the sales to existing clients. From a "business systems" stand point, prospecting amounts to recording information about prospects, their requirements and past contacts, mainly with a view to using this information to maximise the impact of future contacts.

This impact improvement is achieved by guiding the sales individuals to prospects requiring attention, armed with information to help make the sale. In short it's administration and help with what sales teams do!

Quite obviously, prospecting is vital to a business. The smoother the sales process becomes then more sales can be made, which in turn equals more profit for the business.

How does our prospecting software help?

In essence it makes sales people more efficient by providing organisation and information. At the core of the process is a simple list of the prospects requiring attention indicating the degree of urgency by use of colour or code. This prevents the potential loss of sales resulting from human memory lapse. It also enables the sales team to be more effective by providing information at their fingertips about the prospect, their requirements and past conversations or contacts.

It is simple to produce mailshots by the prospect's preferred method of contact, be that e-mail, text message or letter (if necessary). There are standard templates provided and you can tailor these to your own standards and requirements. In addition, sales teams can plan campaigns to prospects with specific interests and then use the mailshotting to implement these campaigns. You can then report on the results of the campaigns to assess its impact and calculate conversion rates. Simple contacts due list

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It is now far easier to connect with potential customers Colour indication of urgency

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ARSSON

Configurable reporting

Automated reporting

Configurable interests

Mass mailing & campaigns

Potential part exchanges

CUSTOMER RETENTION

Keep in contact with your customers on an automated basis helping you to maintain your customer relationships.

CENTRE

What is Retention?

It's the art of retaining previous customers to return as future customers. In short it's maintaining the loyalty of customers. How to do it? Well it amounts to making the customer's experience of your business as pleasant as is possible. Largely this is down to the personal touch of your staff but computer systems can help considerably by reminding the customer of your previous good service.

Our customer retention software takes the time and drudgery out of keeping in touch with your customers. This is achieved in an incredibly automated yet versatile way. The software is capable of contacting customers by simple traditional printed matter, or contact can be made via e-mail or text. You can then choose the appropriate method for each contact by either what is possible, or by taking into account the customer's preference. Yes, you can choose to use different media for different clients! We all know people who won't use e-mail or even don't own a mobile phone. They are still valued customers none the less and usually worth a stamp! You can even mark customers as never to be contacted, yes we all have a few of those!

Increase customer satisfaction and increase your sales! The range of standard customer retention actions is truly impressive. It's continually growing meaning you can even create your own specialist retention contacts, for customers who've not used your business in a while or have previously brought a product but have not recently stayed in touch. The possibilities are endless....

General : Birthday wishes, Christmas greetings

Multiple sale follow up

Finance expiry

Warranty expiry

Multiple service reminders

Advisory work reminders

Workshop thank you

SHOP SALES & STOCK CONTROL

Counter sales, supplies to workshop, customer orders and stock taking. All aspects of shop sales and stock control.

Your shop is a place where a wide range of mainly low value items are sold to a large number of individuals. Speed is of the essence, nobody likes to queue for service. We have lots of features to make customer handling quick and painless whilst keeping the staff workload to a minimum.

The large number of stock lines involved in retail and franchise work tend to make ordering and stock taking a considerable challenge. Customer one off special orders can complicate things still further.

Fear not, we have an easy to use sales system backed by a huge array of tools for those tricky moments. You can customise quick buttons for touch screens and fast moving items, print and scan barcodes, link to credit card authorisation hardware and even hand held devices for stock taking. Special orders are a breeze even when a deposit is needed. We are even able to update manufacturer prices as they change.

Touch Screen Sales:

This is designed to work smoothly and intuitively using touch screens, featuring large customisable buttons to represent frequently sold items. This will be especially useful for those who sell small non-barcoded items or run cafes.

Order Processing:

Order processing directly replaces the manual special order book as well as keeping track of all outstanding orders from suppliers. It has many features, including the ability to print a customer's name or a bar code automatically onto a label when goods arrive. This makes it an invaluable add on to stock control.

Keep track of all your stock items

Ordering can be completely automated, follow sales trends and even seasonality to recommend stock levels.

Item, shelf and special order labels are printed, all of which can include barcodes. Incredible and flexible quick search is achieved by description, stock code or supplier part numbers, allowing for an easy sales process!





Streamline your workshop tasks with our specialist module

Module WORKSHOP Administering trade workshops. Many of the unique attributes of this trade are easily dealt with.

This is the place in the business where people really get their hands dirty. It sounds like a cliché but it's true and it's why this is a hostile environment for computer equipment. We have systems to help in even the most hostile and remote places!

For workshop reception we have a diary showing jobs booked by day and time available. This can be viewed for the workshop as a whole or by an engineer or skill. Booking in jobs is simplified by standard jobs for common services. The system copes with insurance and warranty work too.

Use of barcoding to track time and materials used makes for keeping track of jobs simple for the engineers whilst providing real time information for on job progress. For field engineers we have rugged barcode enabled tablets that beam information back to base as soon as the internet is available. No excuse for not recording time and parts used either in the workshop or in the field. Remote working

Real time labour logging

Intuitive diary

Vehicle check sheets

Vehicle advisories



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The workshop management module is user friendly and extremely clear to see how busy the workshop is or has been.

We have simple to understand intuitive dashboards to check performance as well as in depth productivity analysis.

We even produce those service reminders essential for keeping the work flowing. Send text messages at the touch of a single button to ask customers to call if a snag is encountered or to advise them if a job is complete. Standard vehicle checks can be done by an engineer using a hand held tablet computer, advisory work can be logged and customers notified or even reminded if the work is not undertaken immediately.

ACCOUNTS

Conventional, double entry book keeping system, which can be integrated with all other parts of the software. This product competes successfully with the mainstream accounting packages nationwide as a stand-alone accounting package in its own right.

In common with most other accounting systems, Catalyst Accounts has three major parts:

The Sales Ledger

The Sales Ledger controls all of the financial aspects of customer accounts. Tasks that are time consuming and open to error when done manually, such as debt analysis and statement production, are performed in a fraction of the time.

The Purchase Ledger

The Purchase Ledger allows you to keep track of all your dealings with suppliers. It allows you to enter data in a very easy way, making it far easier to keep track of your purchases.

The Nominal Ledger

The Nominal Ledger is the heart of this module. This brings together all the information needed to produce the reporting expected by accountants and the VAT authorities, including online VAT returns. Profit & Loss, Trial Balance and Balance Sheet are all simply catered for and the whole module is fully audit trailed. Bank reconciliation including bank links is also a feature.

Fully auditable

Using the customer details entry screen, you can enter any relevant information and customise how their account should interact with the different modules of the system. In the Customer Relationship Manager you can view all known customer activity. It also shows the customer history where it is possible to view the details of all previous transactions.

Comprehensive

Online VAT filing

Automated regular postings

You can trust our accounts module to fulfil all of your needs!

PAYROLL

Fully featured professional payroll package designed to allow the user to calculate national insurance, tax, pensions and all the other details of payroll, in minutes and with very little effort.

The Payroll package handles all aspects of the calculation of income tax, national insurance, statutory sick pay, statutory maternity pay, statutory paternity pay, statutory adoption pay, pension contributions, including auto-enrolment, and deals with payrolled benefits in kind.

The input of gross pay information is as simple as possible. It works on the basis that either the gross pay for the period is known, or can simply be calculated from the number of hours worked.

Tasks that are time consuming by hand such as the calculation of tax may be achieved using this software in a tiny fraction of the time that would be taken conventionally. Full documentation as required by HMRC and other interested parties is produced, as are pay slips, P45/ P46 and a comprehensive payroll analysis. Input for each pay period is as simple as it can be, with information for all employees accessed from a single input screen. Input of the payroll information is thus extremely fast.

Calculation of deductions is immediate and all reporting is pre configured and may be done by the press of a single key.

The payroll keeps full and comprehensive history for each employee, ensuring that auditing the payroll is extremely simple.

Electronic filing of both in-year and end of year documentation is a standard feature. P45, P46, P14 and P35 can all be filed electronically direct from the Payroll, provided you have a Government Gateway username and password.

With the introduction of Real Time Information by HMRC, the payroll will allow you to comply with the requirements in a simple and secure fashion.

Make your calculations easy with our Payroll Module Electronic uploading of end of year data processing

The Payroll package handles all aspects from income tax to maternity pay

Time saving

Provides full documentation as required by HMRC and other interested parties

RTI compliant

Auto-enrolment



REPORT GENERATORS

Most aspects of the software have report generators built in giving you full freedom and flexibility. They are designed to allow you to generate reports on anything you may need, and they are very simple to use.

Our software contains as standard a huge variety of reports. We cannot however predict quite the every need of every client so we've built in flexibility by providing report generators throughout the software. These can be used to present information just as you want it.

Hugely flexible

Output to Print, E-mail or Text

Produce graphs

Export to Excel

Capable of producing everything from simple lists

to graphs and even complex marketingdocuments combining text with images, the report generators are incredibly powerful. Users can design, build and run their own custom reports.

To make them easy to use you can add custom reports to our standard menu structure or even just for a specific user or group of users. You can even automate reports to run at regular times as a reminder to order stock or attend to outstanding issues.

> Generate any kind of report and in a style that suits your needs!

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HIRD PARTY INTEGRATION

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There may be good reasons to communicate with third party applications. The most obvious one being that we don't do absolutely everything, nobody does! The exact nature of the third party integration varies according to the logic of what's required. It works both ways, we take information such as lists of chosen items and feed information out such as items ordered from a supplier.

Typically we integrate with fiche software, supplier ordering software and spreadsheets. We even communicate with third party accounts systems despite having our own. Yes it's easier to use our own integrated system but some users have historic reasons to decide not to change accounts systems. In the spirit of open co-operation we are as helpful as is possible.

We can import payroll information directly into our nominal ledger and have standard configuration for Sage. We can export transactions into Sage and other common accounts systems. How are we so flexible? Largely it's down to our report generator and also our data import module. The data import allows custom configuration to read in text files to our data base in a number of key areas allowing orders, price changes and a host of other information to be painlessly and speedily incorporated from other products.

Migration from other Systems

Our data import ability makes migration from other products much less difficult and time consuming than you might expect. Why re-key information you already have in another place?

We have wide experience of upgrading from competitor's products and strive to make the process as simple as possible. It's never possible to extract absolutely everything but we constantly refine the process and have documentation to make the process smooth from most competitor's products.

PLATINUM ONLINE

Platinum Online is a suite of secure internet browser applications for your smartphone or tablet, which complements the mainstream, desktop Platinum software.

This mobile feature enables you to logon using your internet connection (whether it be Wi-Fi or mobile data) and view the dashboards from your live Platinum system - perfect from a management perspective to see how your business is doing at a glance.

You also have the ability to upload, delete and set default images for vehicles, workshop jobs and stock items. This is a much quicker process than using a camera and having to go back to your desk to plug it in, making your life simple!

Get instant information from Platinum on your smartphone! View your dashboards, upload images to vehicles, complete a stock take and more. This online browser application can provide you with management accounting information anytime, anywhere. In addition to this you can complete a stock enquiry or stock check from your smartphone. You can also view stock statistics, and run reports.

Platinum Online's responsive web design allows it to be used simultaneously on a large number of mobile (and desktop) devices and computers:

- Desktop Web Browsers.
- Apple iPhone, iPad.
- Android Phones and Tablets.
- Windows Phones and Tablets.

Upload images for vehicles, stock, workshop jobs

Stock checking, statistics and enquiry

Sales ledger, stock, vehicle and workshop dashboards

Real time reporting from any Platinum Report Generator

Proof of delivery upload with automatic status change

This feature is great for managerial staff who want to keep up to date with management figures at their fingertips.

PLATINUM MOBILE

An Android App to give you the ability to upload information to Platinum even when you can't connect to the internet. Designed to assist staff on the road, for POD upload and also mobile workshop technicians out in the field to allocate parts and labour to a job.



Platinum Mobile is a secure Android application to allow our customers to collect data using an Android device even when an internet connection is not available

Platinum Mobile pre-loads information from your mainstream Platinum software when the device is connected to the internet. The information loaded is then available when your Android device has no internet connection providing you with the data you need, wherever you are.

Any data you enter whilst offline is then uploaded automatically to your mainstream Platinum software when internet connection is restored (Wi-Fi, 3G/4G).



For mobile workshop technicians

Ideal for technicians working in the field in remote locations where even a mobile signal is absent, Platinum Mobile gives you the technology to overcome this barrier. Platinum Mobile enables you to allocate parts, labour, notes and even images to workshop jobs on your Android device - preventing you from losing handwritten job cards on the way back to the office and it automatically updates your mainstream software for you!

All of the software necessary for Platinum Mobile is available free of charge for currently maintained or rented systems on the first device. Use on multiple Platinum Mobile is available to use on Android Phones and Platinum Mobile is available to use on Android Phones and apple applied on Android Phones and the applied on Android Phones and apple applied on Android Phones applied on Apple Apple applied on Android Phone applied on Apple Apple applied on Android Phone applied on Apple Apple applied on Android Phone applied on Apple Apple applied on Apple applied on Apple applied on Apple Apple applied on Apple applied on Apple applied on Apple Apple applied on Apple applied on Apple applied on Apple Apple applied on App devices is simple but extra licences will be required. It is essential that mainstream Platinum Software is updated to the latest version in order to access the latest features of Platinum Mobile.

Allocate parts, labour, status and images to workshop jobs

No internet connection required

Available on the Google Android platform

This Android app is perfectly suited to staff who are frequently on the road.

Ecommerce & FINDIT

With Platinum E-commerce, you will be able to download orders automatically from a number of areas on the internet, such as eBay, your own website or from the Platinum web shop. The items listed can be updated automatically, direct from your stock control system. FindIt is a great place to list your available vehicles online.

You will also be able to upload a ready-made web shop configured mainly from inside your Platinum Software that can run in both trade and retail modes. In the Retail mode you can take payment by PayPal. While in the Trade mode, you can control who logs into the site and therefore what they see in terms of prices and stock quantities, and whether they can place orders without paying for them!

There is considerable scope to tailor the look of the site to fit in with your corporate image with a Custom Style Sheet that you can edit yourself. You also control how the site is organised in terms of its breadcrumb trail – you can define the categories from inside Platinum and which individual items go into which category.

Integrating with third party web developers can be done using the Platinum CMS documentation, which explains the standards and formats to which we work. We work closely with New Star Media, DealerWebs, Media Links Online, South Coast Web Design and others to provide the best solutions for our customers. Again, you can exert control over the item categorisation from inside Platinum and receive orders automatically back into Platinum by following the standards laid down in the documentation. Orders can be downloaded from eBay using the same solution.

CATALYST

Unveil your vehicles to the world with our specialist Findlt site!

FindIt allows you to upload your vehicle stock directly to the internet. You can style your FindIt page to correspond with your own website to keep your online presence consistent.

The internet has made a huge impact on getting your company noticed, and with over 1,000 visitors a day; FindIt can do just that for you.

FindIt currently has over 4,000 advertised leisure vehicles on sale all over the UK and Ireland. It is a great opportunity to bring in more sales.

FindIt receives around 9,000 referrals from Google and other search engines per month.

Just imagine what these sort of sales could do for you and at no extra cost - what have you got to lose?

Automatic uploads from vehicle sales

Generates leads from all over the world

Customised FindIt page, which can then be directly linked to, from your own website



PERSONNEL PLANNING

A diary and reminder system designed to work in unison with the main Platinum modules. This module will allow the simultaneous viewing of any number of individual diaries for people, or resources, without having to leave your desk.

The Personnel Planning module is our integrated human resources package. This comes with two main features, which are the Diary and Tasks Outstanding.

The diary can be used to create entries for a number of items such as employee working hours, appointments and even holidays (during the season if you're lucky). When used for prospect site visits, the diary can be used to print off customer address labels and diary entry labels with full contact details as a reminder for the employee. The other main feature of this module is Tasks Outstanding, which allows you to create tasks that can be either individual or departmental. This means that your messages or reminders for an employee to carry out a task would not be misplaced. Tasks can be different types and can also be marked with a priority level. A full audit trail of any adjustments to the task, or even who deleted the task, can be viewed with ease. The diary could also be used to the advantage of the sales department serving as a vehicle handover diary. The link with the vehicle sales module means the sales team can access the diary with ease once a sale has been made.

Put your pencil down and simplify things with our Personnel Planning module

> Create, view, edit and delete tasks for employees and departments

Easily search and filter tasks

Create diary entries for employees and departments

Easy to use reporting system

THE SERVICE	At Catalyst, we are proud to provide a complete initial order through to installation, then wice. From initial order through to with you training and support, we are way.
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Engineering	We will happily specify the hardware that is required and can even build and install it for you. We have our own range of computers, which are built and tested by our in-house engineers. These machines are extremely powerful, robust, and inexpensive. We will also build computers to your own specification and give free technical advice to ensure that an appropriate machine is developed.
Training	With each system we recommend a period of training. The amount of training that we suggest will be influenced by the type of business that you are running and the overall size of the system. Simple operational training is often carried out whilst the system is being installed and formal training sessions can be taken remotely, in your own premises or at our dedicated training facility.
Installation	A complete installation and configuration service is offered with everything we sell. It may be simple telephone support to set up a printer or it may be several days on site setting up a complex network and configuring software.
Support	A full time dedicated support team is available to assist you with day-to-day queries on weekdays. An emergency support hotline is available on weekends and bank holidays.
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Get in touch to take your business to the next level!

NEXT STEPS

Catalyst can help you gain full control of your business all with one, easy to use, computer system.

Essentially, your business will break down into a number of areas. Each business places a different critical, or who are not sure about a long term emphasis on these areas, and all vary in size. Because each business is different, every system we sell can be configured differently to suit individual needs. We find it essential to discuss each customer's requirements in detail and wherever possible make a site visit before recommending a solution.

We offer systems for every budget and every size of company. We are always happy to visit you to discuss your exact requirements and prepare a plan of action with detailed budgets. There are various ways that you can pay for your system, which we will be happy to discuss with you.

For those companies where cash flow is commitment then we can offer a simple rental agreement on the software component of the system. Pre sales consultations and demonstrations are provided in person and are entirely free and without obligation.

Our aim is always to provide the very best service and products available backed up by the very best in after sales service.

Telephone: 0116 230 1500

Website:www.catalyst-uk.com

Email:sales@catalust-uk.com

Why not book a free Demonstration with no Obligation now!

ESTIMONIALS

All in all a well thought-through piece of software, that fits our business really well.

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Davan Caravans and Motorhomes

Just a quick note on your fantastic software. Up until we had your software installed we had used off the shelve Accounts packages. We found them difficult to use and keeping up with the accounts was a nightmare now with your software this not the case.

Dalesview Caravans

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It certainly does help boost sales and assist us in our everyday work.

Emm-Bee



exects. C The system is continually evolving and support has been excellent, especially from charles, who has been most helpful in tailoring the system to the U on-going support is needs of our business. first class with the Help desk answering queries efficiently and knowledgeably. 77 Grantham Caravans **M** Platinum has streamlined our business and has given our company a much greater level of traceability. Ser 1 Perthshire Caravans

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we have been very impressed with the simplicity of use and the fact that as the system is modular we have been able to add sections as we progress.

> Amber Leisure



Adventure Leisure Vehicles Ltd Cumbria

> Alan Kerr Ltd Paignton

Amber Leisure Luton (5 Branches)

Automotive Leisure Ltd Bournemouth

Autovan Services Ltd Wimborne

> **Bardsea Leisure** Cumbria

Bicester Caravan & Leisure Oxford

> **Becks Garage Ltd** Great Yarmouth

Black Country Caravans West Midlands

Blackmore Vale Leisure Ltd Shaftesbury

Broad Lane Leisure Ltd Alcester, Kenilworth & Coventry

> **Camper UK (North East)** Co Durham

Carafanau Hamdden Caravans Gwynedd

Choose Leisure Ltd Canterbury

Clearway Motorhomes Somerset

Continental Leisure Vehicles I lanelli

Crossley Coachcraft Ltd Lancashire

Crowland Caravans and Camping Peterborough

> **Dalesview Caravans Ltd** Lancaster

Danbury Motorcaravans Bristol

Davan Caravans Ltd Weston Super Mare

Donington Caravans Ltd Sleaford

> Emm-Bee Caravans Rochdale

Go European Motorhomes Gailey, Cannock

> **Grantham Caravans** Lincolnshire

Great Yarmouth Caravans Great Yarmouth

GW Caravan Services Ltd Worksop

Stewart Longton Caravans Ltd Chorley, Lancaster & Standish

> **JC Leisure** East Sussex

John Wicks Caravans Kings Lynn

Kenmore Caravans Ltd West Yorkshire

Kurt's Mobile Services North Yorkshire

Leisure Sales (Cheshire) Ltd Sandbach

> **Motor Plus Derby Ltd** Derby

Mullacott Caravan & Motorhome Centre Devon

> **Nick Whale Motorhomes Ltd** Evesham

> > **Pedleys Leisure Ltd** Coventry

Perthshire Caravans Perth

Preston Caravans & Motorhomes Ltd Preston

> **Robinsons Caravans Ltd** Chesterfield & Worksop

> > S & D Harper Ltd Elgin

Stowford Caravan Sales Devon & Wales

South Coast Caravan Sales Hampshire

> **South Lincs Leisure** Boston

Sussex Caravan Centre Ltd Fast & West Sussex

Tamar Towing & Caravans Ltd Plymouth

> **Thompson Leisure Ltd** County Down

Tourer World (2015) Ltd West Yorkshire

Viscount Motorhomes Ltd Southampton

West Lancs Caravans Ltd Preston

White Arches Rushden & Wellingborough

Wiltshire Caravans Ltd Wiltshire

Winchester Caravans Winchester

Yorkshire Caravans Of Bawtry Ltd Doncaster

> **Yorkshire Coast Caravans** Bridlington

"Your Success is our Priority