

## Business Management Software for the Marine Trade



### A-BOUT US

Catalyst provide a comprehensive and cost effective solution to run your business. Incorporating cutting edge ideas and features, it takes business management to new levels.

Catalyst Computer **Systems** 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 30 years of experience and a team of 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 on-site 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

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 formats and custom menus. You can also report directly to your smartphone.



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### BOAT SALES

#### Simple and effective management of boat stock, sales and marketing, and more!

The sale of boats is the core activity of the marine trade. 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 often involves dealing with high value items. It is therefore vital to get the operation and administration of it running as streamlined as is possible. Each boat is unique and requires specialist information to be stored. Most of these products 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 boat 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.

Quoting, invoicing & order processing

Automated web advertising

Third party E-commerce integration

Make your boat sales easier with Catalyst!

Full boat history

Report to your smart phone

Configurable reporting

Configurable document formats.

Dashboards for instant information

Image rich stock fact sheets

Integrated accounts



Streamine your workshop tasks

Streamine your workshop tasks

# ORICHOP MANAGEMENT

The workshop is the place in the business where your engineers really get their hands dirty! It's because of this hostile environment that it can be tricky to keep on top of all of the admin work required for your workshop to run smoothly and efficiently.

Platinum's 'Workshop Management' module is designed to take all of the work out of streamlining your workshop, by condensing everything you need into one easy-to-use software module.

The module includes features such as; estimates and invoicing for jobs, standard job templates, boat check sheets and lots more.

We can even provide a rugged barcode-enabled tablet, proven to withstand even the most hostile of workshops for you to run the system on.

There's no excuse for not recording time and parts used in the workshop!

Estimates & invoicing

Real time labour logging

Real time stock allocation

Intuitive diary

Boat check sheets



Investing in Platinum has

dynamically improved the

efficiency with which my business
is organised and managed

- Harbour Marine Services

Standard job templates

Capture signatures

Remote working

Employee activity report

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

We even produce automated 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 unit 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.

## CHANDLERY SALES & STOCK CONTROL

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

Your chandlery is the place where a large amount of often lower-value sales are made on a regular basis. Speed is a priority in this department, nobody likes queueing for customer service. Our system offers a range of features to help speed up customer handling, whilst also minimizing staff workload.

The large number of stock lines involved in retail and franchise work tends to make ordering and stock taking a time-consuming task. One-off special orders can often make things more complicated still.

Fear not! We have an easy to use sales system backed by a huge array of tools for those tricky moments. You can: create and 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 also able to update manufacturer prices as soon as they change.

#### Touch Screen Sales

This feature 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 cafés.

#### Customer Loyalty Scheme

There is also an option to supply loyalty cards to customers, which can be used through the point of sale screen to earn points, and subsequently redeem those points as discounts on future purchases. Bonus points and promotions are fully customisable.

#### Keep track of all your chandlery shop sales

#### 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.

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

Item, shelf and special order labels can be 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!



Process chandlery sales

Receipts & full invoices

Print & scan barcodes

Stock take on smartphone

Links to supplier ordering

Automated re-order levels

# SALES PROSPECTING & CONTACT MANAGEMENT

An efficient programme that can be used either stand-alone, or integrated with any other aspects of the software, including 'Boat Sales' or 'Accounts', allowing you to manage all of your sales prospecting activities.

#### What is Prospecting?

Prospecting is the process of working to maximise sales by actively contacting potential customers, also known as 'Prospects'. The purpose of this is to bring new clients into the business whilst retaining the sales from 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.

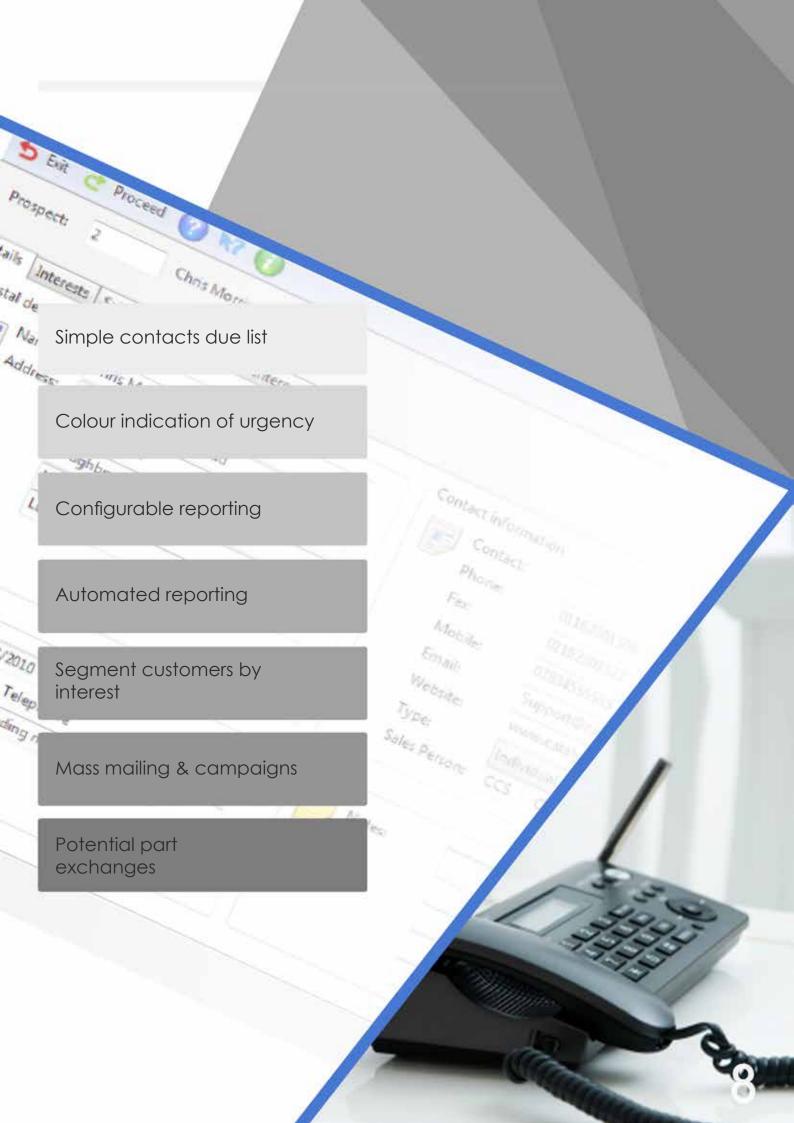
This is achieved by regularly contacting prospects, and using information gathered from previous conversations with the prospect (such as their specific requirements, interests or preferred contact method) to help encourage a sale. It's essentially a helpful admin tool for the sales team!

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 Catalyst help?

The system acts as a organisational tool, and provides sales staff with the information required to ensure prospects are being contacted on a regular basis, with material that is of interest to them. 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 marketing material by the prospect's preferred method of contact, be that email, SMS or physical letter. 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 their impact and calculate conversion rates.



## CUSTOMER RETENTION CENTRE

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

#### What is Customer Retention?

Customer retention is the process of encouraging your customers to return to you in the future and use your products or services again. In short, it's maintaining customer loyalty.

So how do you encourage this? It amounts to making the customer experience of your business as easy and enjoyable as possible for them. Largely this is down to the personal touch of your service.

Our 'Customer Retention Module' takes the time and effort out of keeping in regular contact with your customers, which is achieved in an automated yet versatile way.

The system can contact customers by email and SMS, or even by traditional printed material. You can choose the most suitable method for each individual contact, depending on their preference. You can even exclude customers so they are never contacted with any marketing material, should they ask to unsubscribe.

Increase your customer satisfaction levels, helping you increase sales!

The range of standard customer retention actions is truly impressive. Returning customers are often considered the most profitable for any business, and we've made it easier than ever to keep in contact with them.

Service reminders

Multiple sale follow up

Finance expiry

General Birthday wishes & Christmas greetings

Advisory work reminders

Workshop thank you



### ACCOUNTS & MAKING TAX DIGITAL

A 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 as a stand-alone accounting package in its own right.

In common with most other account 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 credit control or regular invoicing can be done simply and easily.

#### The Purchase Ledger

The Purchase Ledger allows you to keep on top 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.



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.

Making Tax Digital ready

Online VAT filing

Automated regular postings

HMRC recognised, for helping you Make Tax Digital!

### MOORING MANAGEMENT

The perfect organisational tool for keeping on top of all your mooring hire activities, from the initial booking, right through to final invoicing and payment.

The complex administration involved during the booking and hire of mooring spaces is often a time consuming yet vital aspect of many marine businesses. No business wants to lose track of their bookings and risk double booking a mooring space.

Platinum's 'Booking & Hire' module is the perfect tool for helping to reduce this administration work and acts as an organisational tool for all booking and hire activities made within the business.

The module offers a wide range of features that will streamline this service, everything from creating the initial booking, taking deposits & security payments, producing customised agreement forms, and taking the final payments at the end of the hire.

Pricing structures can be put in place, allowing prices to be automated to follow seasonality and Bank Holidays. You can even link the module to your 'Stock Control' module, which can be used to show all moorings available both at present and in the future, helping avoid those troublesome double bookings.

Invoicing customers and taking payments is incredibly easy and can be done with just a few clicks. The system automatically deducts any deposits or security payments paid from the final amount payable.



The 'Booking & Hire' module also has its own report generator, allowing you to create a range of fully customisable user-friendly reports, giving the users instant access to comprehensive information on all mooring hire activities in the past and present.

Customised agreement forms can be produced with ease, as well as the ability to add images, videos and notes to all individual bookings.

This module is a must-have for any company that is offering a mooring service, to streamline the administration involved.

Boat Booking & Hire

This module is also extremely useful for companies that offer a boat & equipment hire service. Much like mooring spaces, the booking and hire of this equipment can be completely managed through Platinum, from the initial booking, through to taking deposits, producing agreement forms and taking final payments and invoicing. Images and notes can also be added to these bookings to show the condition of equipment both before and after the booking is made.

Arrange booking & hire of mooring spaces

Connects to 'Stock Control' and 'Boat Sales' modules.

Price plans to follow seasonality

Take initial deposits and security payments

Produce customised agreement forms

Take final payments and generate invoices

Add images videos and notes to individual bookings



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.

With our system, time consuming tasks such as automatic enrolment, pension filing and bank payment input can be done very simply and quickly.

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.

Submissions of EPS and FPS documents is also made extremely simple using this module.

The payroll keeps full and comprehensive history for each of your employees, 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 documents can be filed electronically direct from the Payroll module, provided you have a Government Gateway username and password.

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





Platinum Online provides you with a secure internet browser application, accessible by any internet enabled device (smartphone, tablet etc...), giving you remote access to aspects of your main Platinum software, wherever you are!

Using Platinum Online allows you to view the dashboards from your live Platinum system - perfect from a management perspective, as it instantly allows you to access vital information such as sales, stock & workshop diaries at a single glance. You can also view employee activity, set activities and tasks and check stock levels.

All this without having to even set foot inside the office!



Get instant information from Platinum on your smartphone! View your dashboards, upload images to boats, complete a stock take and more. This online browser application can provide you with management accounting information anytime, anywhere.

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

- Desktop web browsers.
- Apple iPhone, iPad.
- Android phones and tablets.
- Google phones and tablets.



### PLATINUM ONLINE - WORKSHOP

As well as being a great managerial tool, Platinum Online is also perfect for streamlining your workshop processes.

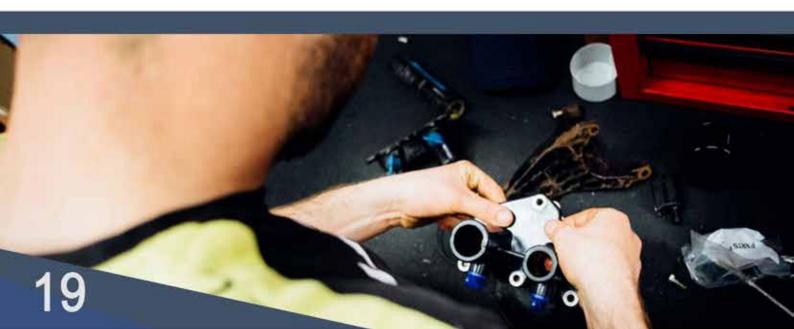
Platinum Online allows your technicians to access aspects of the Platinum system, even in the most remote of locations, using any internet enabled device

The system can be accessed both with or without an internet connection. Data is simply synced to the device whilst connected to the internet, and if the internet connection is lost any changes made by the user will be beamed back to HQ as soon as the connection is restored.

This allows technicians to log any information about a job such as; stock allocation, technician activity, diaries and more, without any need for a phone signal or internet connection.



Make your team more mobile



Your technicians will no longer have to worry about filing job cards away whilst in the workshop to ensure the correct information reaches head office to be logged in to the system.

The location of the engineer is also tracked when logging this work, so head office can see exactly where the engineer is working during each job. This tool can be used to ensure the safety of all your engineers, and should you need to reach them in an emergency you will be able to find their most recently logged location using the Platinum system.

Your main Platinum system is updated automatically, allowing you access comprehensive information provided by the technician, as soon as they next have access to the internet (WiFi or 3G/4G/5G).

All of this is provided free of charge on the first device for any system currently being maintained or rented. Use on multiple 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 Online

Allocate parts, labour, status and images to workshop jobs

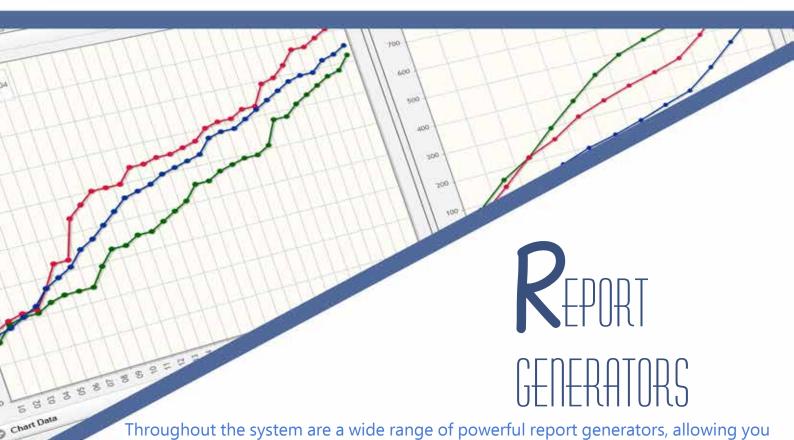
No internet connection required

Real-time updates of all logged information

Boat checksheets

Geolocation Recording

Platinum Online is available to use on a wide range of computers, with portable devices, as well as desktop computers to stay in contact with portable devices, as well as to stay in contact with making it easy for technicians to stay in contact.



to create comprehensive and user-friendly reports on any information you require, which are completely customisable to suit your needs.

The system contains over 400 standard reports, all of which can be customised to suit your exact needs. Giving you a wide range of comprehensive and user-friendly information, available instantly throughout the Platinum software.

400+ Customisable reports

Output to Print, E-mail or Text

Produce user-friendly graphs

**Export to Excel** 

Capable of producing everything from simple lists, graphs and even complex marketing documents 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 you!



We understand that no single company does everything you need to run your business successfully. This is why our Platinum software incorporates third party integration with a wide range of other useful software. It works both ways meaning we can extract information from systems such as machine information and import it into other third party software.

Typically we integrate with fiche software, supplier ordering software and spreadsheets. We even communicate with third party accounting systems such as Sage, despite having our own. Although it is easier to use our integrated accounting system, some users have historic reasons for deciding not to change over. We're always happy to work with people to ensure their Sage package is working in sync with the Platinum system.

We can also import payroll information directly into our nominal ledger and have standard configuration for Sage. We can export transactions into Sage and other common accounting 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 database 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 systems much less difficult and time consuming than you might expect. Why re-key information you already have in another place?

We have extensive experience in migrating our customers information 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 it as seamless as possible.

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### E-COMMERCE & FINDIT

With our E-commerce module, you will be able to download orders automatically from a with our E-commerce module, you will be able to download orders automatically from a selection of Catalyst FindIt. The listed items on the shops, such as eBay, your own website, or Catalyst FindIt. The listed items on the shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops of online shops, such as eBay, your own website, or Catalyst FindIt. The listed items of online shops of

Users of this module are able to upload a ready made web shop configured primarily from inside your Platinum software that can run in both 'Trade Mode' or 'Retail Mode.'

Retail mode is for standard day-to-day customers who will likely be paying full price for products, and can make payment at checkout via PayPal. Trade mode accounts, on the other hand, can be allocated to certain customers, and terms such as discount levels and payment terms for each individual customer can be set during the creation of the account.

There is also considerable scope to tailor the look of the site to fit in with your companies branding with a 'Custom Style Sheet' that you can edit yourself. You can 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 are allocated to each of the categories.

Integrating with third party web developers can be done using the Platinum CMS documentation, which explains the standards and formats to which Platinum works. We work closely with; New Star Media, DealerWebs, Media Links Online, South Coast Web Design and others to provide the best web development solutions for our customers.

Integrating third party E-commerce sites such as eBay and Catalyst FindIt is made seamless, and unit details and images are automatically updated across all platforms.



## Unveil your boats to the world with our specialist Catalyst FindIt site!

#### What is Catalyst FindIt?

Catalyst FindIt is our very own unit advertising platform, which allows our dealers to upload their machinery stock directly to the internet, using your Platinum system.

FindIt receives over 1,000 visitors each day, a huge potential market accessible to all Platinum users completely free of charge.

Your FindIt page can be styled to correspond with your own site, to keep your branding consistent.

Your page can also be linked directly to your main website to ensure your unit details and images are always correct across both platforms.

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

Automatic uploads from 'Boat Sales' module

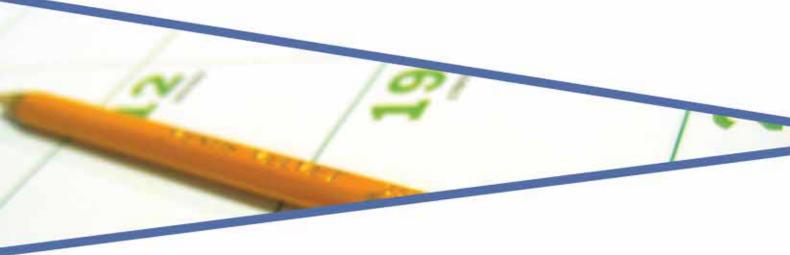
Generates leads from all over the world

Customised FindIt page, which can be directly linked to 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 resource package. This comes with two main features; '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. 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. This information could be created as a report and picked up either on email or in Platinum Online.

'Tasks Outstanding' allows you to create tasks that can be set for individual employees, or entire departments. This means that your notifications 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 using a colour code. A full audit trail of any adjustments to the task can be viewed with ease. Time can be logged on a task so you can see exactly how long is spent on each task by any employee or team.

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

Easily search and filter tasks

Create diary entries for employees and departments.

User-friendly reporting systems

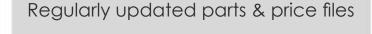
### PARTS & PRICE FILES

We maintain an extensive list of manufacturer and after market parts and prices files for use by authorised dealers

Parts and price files are available to franchised dealers for a range of marine manufacturers. Preconverted parts files for use with Platinum systems are available for a range of manufacturers to give you accurate and up-to-date parts & price information as it becomes available.

These files can be pre-installed on to the Platinum system so you can be up and running with the latest prices at your fingertips, which are continuously and automatically updated.

Of course if we don't have the files you're looking for feel free to contact our sales team, who would be happy to contact the manufacturer on your behalf.



Wide range of manufacturers

New files available on request

Automatically updated.

### TRAINING COURSES

A range of courses for both new and experienced Platinum users, to help you make the most of your system.

With everything Platinum has to offer, you will constantly be developing new ways in which it can help improve your day to day process, especially as we're constantly updating the system with new and exciting features.

To ensure you're getting the best from your Platinum system we offer a range of training courses aimed at helping improve the way in which you use the system, and ensuring you're not missing out on features that may be helpful to your business.

The training courses are designed for both new and experienced users alike, so whether you have a new employee starting or just wanted to maximise its potential in your business the training is a great way to achieve this!

We run regular training courses on the following areas of Platinum:-

- Accounts
- Stock Control
- Customer Retention Centre
- Boat Sales
- Workshop Control
- Report Generator

We also offer private training days for companies, where you can bring a team of staff to our Leicester offices and receive training on any aspects of Platinum you require from one of our experienced support team members.



### HARDWARE SERVICES

As well as writing and distributing our Platinum software, we also build a range of extremely powerful, and inexpensive hardware, built and tested by our hardware engineers at our Leicester offices.

Each computer we build is designed to the exact specifications required by each individual customer. All hardware products come with a one year on-site warranty, and include maintenance cover should anything go wrong.

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 server network, and configuring software.

Our sales team are happy to provide free technical advice and a no obligation quote for any hardware you require.



Free technical advice

Custom built hardware

One year on site warranty

Maintenance cover

Hardware Installation



As a Platinum user you will have access to our comprehensive support services, available five days a week as well as an out-of-hours and weekend emergency hotline, should you need it.

We have a team of full-time and fully trained support staff who can provide on-site or remote support, as well as a growing team of regional support staff that can offer on-site support within shorter periods of time for those customers that do not live in close proximity to our main offices.

As well as this we also maintain a widely-used and regularly updated 'Knowledge Base', a collection of articles that cover all aspects of using the Platinum software, from the initial getting started, right through to the more advanced aspects of the software. This a great way to grow your knowledge of the software and how it can help you succeed.

Fully trained support specialists

Regional support across the UK

Out-of-hours emergency hotline

Remote & on-site support

Regularly updated online Knowledge Base Get in touch with our team 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.

All businesses are different, and require a variety of different things from our software. It's because of this we take our time in understanding your business and its requirements in detail (and even visit your site, when possible) before recommending exactly what aspects of our software you would benefit from the most.

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. Most companies opt for a simple leasing arrangement over three or five years, however you can also purchase the software which may work out cheaper for you in the long run.

For those companies where cash flow is critical, or who are not sure about a long term 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 without any obligation to proceed.

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

> Tel - 0116 230 1500 Web - www.catalyst-uk.com Email - sales@catalyst-uk.com

Book a FREE no obligation demonstration now!







