

Return on Investment Report White Paper

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Executive Overview

Organizations that invest in technology wish to see a return on investment (ROI) within six to twelve months after implementing new software. There are many definitions of ROI as it relates to purchasing new software, but the most crucial and important one is that the benefits have to exceed the costs.

Key Areas of Return

There are four potential benefits to a facility if they purchase new software:

- Reduction in costs
- Increase in revenue
- Improvement in customer service
- Increase in employee efficiency

Solution Overview

CSI Software provides a fully integrated, single source enterprise solution for mid to large size multipurpose and multisite facilities. More companies in the Top 100 have selected CSI Software than any other software vendor in the world. In fact, of all the companies in the Top 100 that have purchased new software last year, all of them chose Spectrum NG by CSI Software.

Return on Investment Components

Although the technology and finance journals discuss ROI as if there is a single number, the reality is that the term has different meanings in different settings. For instance, some organizations only consider financial "returns" while others believe that benefits include both financial and non-financial returns. CSI Software has over 20 potential ROI's for a facility if it invests in our technology today.

1. Eliminate third-party processing fees

You can eliminate the cost of unnecessary third-party processing fees by processing your EFT and credit card drafts directly to the bank of your choice by using Spectrum NG's built-in tools – at no extra cost.

2. Reduce or eliminate the cost of printing and mailing member statements by emailing statements to members.

If you are currently mailing statements to your customers the cost of postage, envelopes and paper can be significant. Spectrum NG has the ability to send statements electronically. Members also have the ability to view and print current and past statements online. This will result in significant cost savings for your organization.

3. Reduce or eliminate the cost of printing and storing membership agreements by using electronic membership agreements.

Our Contract Management module allows you to store membership agreements electronically. You can still print a copy for the member but your copy can be stored electronically, reducing the cost of paper and storage. It also supports your PCI Compliance and helps the environment!

4. *Reduce or eliminate the cost of printing and storing guest and prospect waivers by using electronic guest and prospect waivers.*

Our electronic guest and prospect waivers can be printed for the customer but your copy can be stored electronically.

5. *Eliminate the cost of printing and storing POS CTA receipts by using signature capture devices.*

If you are currently printing and storing all of your POS receipt receipts our Verifone Signature Capture devices will electronically store all POS receipts. You can still print a copy for the customer but your copy will be stored electronically reducing the cost of paper and storage.

6. *Reduce member calls to back-office personnel by allowing members to view transactions and statements online.*

Spectrum NG Online Services enables members to go online and view (with drill-down capability) their transactions and statements online, real-time. This will reduce the number of calls from customers to the “back office”, making your staff more efficient.

7. *Reduce declined credit card drafts by allowing members to update their credit card information online*

Members have the ability to go online and update their credit card information including credit card number and expiration date, reducing the number of declined credit cards and increasing cash flow.

8. *Improve customer communication by allowing members to update their address and email information online.*

Members have the ability to go online and update their demographic information, resulting in better communication and marketing.

9. *Reduce Accounts Receivables by allowing members to make payments online.*

Spectrum NG has the ability to allow members to make payments online reducing AR and increasing cash flow.

10. *Improve employee efficiency by eliminating deferred revenue schedules.*

If your deferred revenue management is being done on Excel spreadsheets, this can be labor intensive. Spectrum NG can completely automate and manage your deferred revenue schedules, regardless of the GL package you use. This applies to memberships, personal training packages, gift cards, programs or any other item you sell.

11. *Improve customer service by sending emails through Spectrum NG.*

Improve customer communication and reduce the cost of mailing collateral material to your customers by using our sophisticated emailing capabilities.

12. Increase revenue and employee efficiency by eliminating antiquated “court sheets” and excel spreadsheets for bookings and appointments and deploying Scheduler and Scheduler billing.

If your tennis court reservations and lessons are being done on paper court sheets, mistakes are being made and it is an inefficient use of your staff’s time. It is also impossible to run meaningful reports. Our Spectrum NG Scheduler will manage all court bookings. Furthermore, the Scheduler Billing module will automatically bill all customers for unpaid appointments, ensuring you are not leaving any money on the table.

13. Increase revenue and employee efficiency by eliminating day planners for personal training appointments and deploying Scheduler and Scheduler billing.

If your personal training is scheduled using day planners or spreadsheets kept by the trainers, mistakes are being made and it is an inefficient use of your staff’s time. It is also impossible to run meaningful reports. All of this can be automated and managed through Spectrum NG, eliminating errors and increasing employee efficiency.

14. Increase revenue by eliminating binders for program and clinic registrations by deploying Spectrum NG Program Registration.

If your programs, classes, clinics and camps are currently being done on paper, our Program Registration module will manage all of your programs ensuring that customers are properly charged, information is reported on and waitlists are managed.

15. Increase revenue, improve customer service and increase employee efficiency by allowing customers to register for programs online.

Spectrum NG Online Services will allow customers (members and non-members) to register online reducing lineups at the clubs, decreasing staff requirements and increasing revenue by allowing 24/7 registration 365 days of the year.

16. Increase revenue, improve customer service and increase employee efficiency by allowing customers to book personal training and tennis court reservations online.

Spectrum NG Online Services will allow customers (members and non-members) to book appointments and courts online reducing lineups at the clubs, decreasing staff requirements and increasing revenue by allowing 24/7 registration.

17. Improve employee efficiency by allowing employees to schedule appointments online.

The Employee Portal of Spectrum NG Online allows employees to book their own appointments from any computer, Blackberry or iPhone. This added flexibility will result in an increase in employee efficiency.

18. Increase revenue and employee efficiency by using Spectrum NG Spa Management.

If your Spa appointments are currently being done on paper or a non-integrated third-party application, there is inefficiency and a potential loss of revenue. Spectrum NG Spa Management will manage all Spa bookings.

19. Increase revenue by using Spectrum NG Event Management.

If your birthday parties, group rentals, etc, are done on paper and kept in a binder Spectrum NG Event Management will help manage all event bookings including billing, setup requirements and reporting. This will result in an increase in revenue.

20. Reduce costs and lost transactions by leveraging the CSI Software Micros API.

If you are currently using Micros and entering chits manually into your current software, this represents an inefficient use of labor and is probably resulting in lost revenue. Our API with Micros is fully automated and communicates real-time. Alternately, we have a “Grill Mode” that is part of our POS that could potentially be used to eliminate Micros completely.

21. Improve corporate efficiency by using a centralized enterprise system to help manage membership types, products and pricing, to name a few.

All aspects of your operation can be centralized including membership types, products, pricing and billing. This will lead to better management of operations and an increase in employee efficiency by possibly reducing head-count.

22. Increase revenue by deploying Locker Management to better manage locker rentals.

If you are managing your locker rentals on spreadsheets then Locker charges are not organized or reportable, resulting in many errors. Spectrum NG Locker Management will address all of the concerns and provide accurate information on your locker inventory.

23. Increase employee efficiency by automating commission management and reporting.

If no automated commission functionality exists with your current system, pay periods are very time consuming for department managers. Personal Trainers and tennis professionals must manually keep track of appointments and packages with Excel spreadsheets. Trainers must submit their sessions to the Fitness Director who then enters them into the time clock system for payroll. The payroll process is done at the corporate office. Spectrum NG can automate all of these processes, resulting in better employee efficiency and less errors.

Review of Current Systems Compared to CSI Software

BUSINESS AREA	CURRENTLY SUPPORTED	CSI SOFTWARE
Accounts Receivable/Billing	?	Yes
Check In	?	Yes
Contract Management	?	Yes
Event Management	?	Yes
Kid Care	?	Yes
Locker Management	?	Yes
Online Services	?	Yes
Point of Sale	?	Yes
Program Registration	?	Yes
Prospect Management	?	Yes
Scheduling	?	Yes
Series Sales	?	Yes
Spa Management	?	Yes

Conclusion

A thorough ROI analysis takes into account the long and short-term costs and benefits. Because the long-term value of enterprise software depends on its ability to adapt to business circumstances unknown at the time it was installed, the CSI Software system was designed to manage 100% of today's needs, yet is flexible enough to adapt to tomorrow's changes.