

**i-Marinas™**

**MANAGEMENT**



**i-Marinas Management ERP SaaS**

# i-Marinas Management ERP SaaS



A web-based integrated solution for Centrally Managed and/or Independently Operated Marinas on the NetSuite® ERP SaaS Platform

- Global marketing of marina service to recreation craft owners and renters
- Independent marina traffic management of sales, activities and services – Single Marina, Privately-owned Group, County or Country Public Marinas
- Consolidated financial control / rollup for accounting and auditing – Single or group
- 24/7 on-site and remote monitoring of all activities at all Marinas
- Cooperative security monitoring with Coast Guard, city and centralized security and enforcement
- Emergency & operational communications coordination



# Services to Customers on-line – local / global



Sample steps in the process for all marinas:

- Customers logon to the web-site and select the marina they want to use
- They are presented with the choices for available services at that marina
- They select the services themselves
- They then select the date and time of the services they will need
- The local Marina Manager then confirms services and provides estimated costs
- The Customer accepts or rejects the services
- An on-line credit card deposit can be made and later collections of balances due may be made on-line

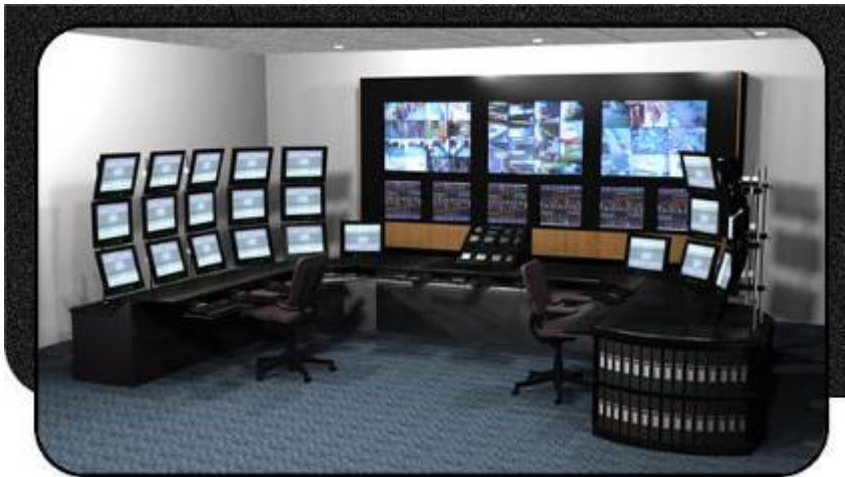
**Sample web-page of available services:**

- **Accommodates vessels up to 90'**
- **Bait & Tackle Shop**
- **Boat Launching Ramps**
- **Boat Rentals**
- **Charter Fishing**
- **Long-term Commercial Slips**
- **Drift Boats**
- **Electric Maximum: 50 Amps**
- **Fish Cleaning Area**
- **Freshwater Hookups**
- **Gas / Diesel Fuel**
- **Marine Store**
- **Pump out**
- **Rack Dry Storage Rental**
- **Restrooms**
- **Transients Welcome**
- **Towboat Service Available**
- **Short-term Wet slip**
- **Covered Pavilions**
- **Restaurant Reservation**
- **Hotel Accommodations**

# Centralized Management Command & Control



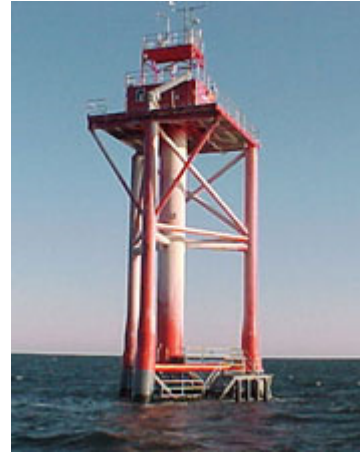
- Central control has view of all marina databases at all times
- Surveillance system installed at each marina gives visual and sensor based monitoring at marina and central level
- Each Marina's finances are managed independently while central control has consolidated accounting and reporting
- Interoperable communications with each Marina and with security and enforcement from central and with clients of the marina



# 24/7 All-Hazards Powered Surveillance System

Surveillance System may be mobile or mounted on sea-platform or landside facility. May include:

- AIS
- Radar
- PTZ Night Vision Web-cams
- Perimeter fencing intrusion detection



Alternative energy sources supplement power grid for all-weather / hazards operations. May include:

- Wind
- Solar
- Diesel
- Hydrogen Fuel Cell



# Marina Level Operational Command & Control



Note: Hardware and Communications Equipment available through Harbour Mastery® Partners

## Marina Level command & control center may include:

- Reservations and services requests management
- Free NOAA Weather Monitor Link
- \*Free AIS tracking of commercial shipping in the marina Area
- Free PlanetData® Global Security News Monitor on Google® Earth
- Billing, Payroll, Leasing, Renting, Vendor and Accounting system
- Customer login services manager
- \*Communications Coordination
- \*Surveillance System Monitor including Power Level Monitor

**\*Note: Options may depend on integration of 3<sup>rd</sup> party services**

# i-Marinas Employee & Client Membership Access Control



Smartcards for employees and customers

Know where employees are at all times

Give your customers their own ID for access control to their marina

Potential interoperability with other counties on the same system



# Captain's Log and Other Specialized Customer Services



*Top: The Harbour Mastery CTO Family sailing out of Boston  
Bottom: "The Ronin" – Owner – Larry Ellison (from the internet)*

- Captain's Log: The login Dashboard for a customer with partner services
- Dockside webcam focused on each boat slip area allows boat owners to login anytime to see their boat at the berth
- Wireless GPS tracking (anti-theft communication – "lojack" of the seas")
- Remote wireless monitoring system installed on the boat allows owners to monitor their fuel, battery power, and interior view webcam at anytime from their iPod, smartphone, home computer
- Internet access from their boat allows them to communicate ahead view email and/or VOIP
- Boat Owners wishing to sell may advertize sales on i-Marina's website





# COTS Pricing Expectation

## Basic Marinas Services

Quotations for specific configuration includes:

- Software components required/selected
- Number of Users accesses
- Servicers to Implement solution

Components include:

- Marina Visitor services Reservations
- Marina resident Slip rental/lease agreements
- All marina services requests
- Complete electronic billing for all services
- General Ledger / A/R / A/P
- Business Analytics and Reporting
- Website – tied to internals
- Customer Portal for service requests, payments and reports.

## Additional Customer Services

Additional boat owner membership for a single Marina fees per annum plus level of service pricing.

Additional fees may vary by Marina.

Types of services could include:

- 24/7 web-cam monitoring
- GPS at sea tracking
- On-board systems monitoring (fuel, energy, temperature, speed, draft, etc.)
- Remote monitoring service (requires internet access from vessel)
- Advertising through the i-Marinas website (sell your boat – sell your services – advertise your business to your marina community)

**Note: customization and technical support are optional and will be determined with each Marina**

# i-Marinas™ Management



i-Marinas and Cloud ERP  
can provide a quotation  
and Demonstration.

Contact us today:

Email: [info@cloud-erp.com.au](mailto:info@cloud-erp.com.au)

URL: [www.cloud-erp.com.au](http://www.cloud-erp.com.au)

24/7 web-based

Role-based, Interoperable Dashboards

Securely hosted Software-as-a-service

Customizable by Marina / Ownership