

# ***Membership System***

## **Product Overview**

The complete computerised membership  
system

**January 2003**

Laser Byte Ltd, Burstow Park, Antlands Lane,  
Burstow, Nr Horley, Surrey, RH6 9TF  
Telephone : 01293 772201  
Fax : 01293 774694  
E-Mail : [info@laserbyte.com](mailto:info@laserbyte.com)  
[www.laserbyte.com](http://www.laserbyte.com)

## The Company

Laser Byte Ltd is a company composed of technical experts, not salesmen. We specialise in providing solutions to specific business problems. We are a company dedicated to quality.

As an independent software house we pride ourselves on our ability to offer to our customers a computer solution that enhances their businesses without compromising them in any way. Thus nearly all of our systems are tailored to meet the particular needs of our clients.

We use the latest technology in computers, coupled to the most sophisticated programming techniques to give solutions that have high capacity and the ability to grow and change as your business grows and changes.

Laser Byte Ltd also offers a wide range of services to deal with all of the aspects of computer systems. A total service for a totally effective computer solution. Whether it be design, installation, training, development, maintenance, backup, support or consultancy, Laser Byte Ltd has the ability to offer you the complete service.

Here are just some of the companies who have enjoyed the support and services that Laser Byte offer:

The Royal Opera House	Woods of Reigate
Wellness at Home Club	Regional Vehicle Rentals
A.B.T.A. National Training Board	Martins of Basingstoke
Lombard North Central	D & G Cars
Hannover International Hotels	Continental Reservations
Mid Sussex Health Authority	Aim Rent-a-Car
British Medical Association	Standish Car & Van Rental
Pinnacle Leisure Group	Arcade Recovery Group
Ontime - Kenfields Recovery	Copthorne Hotel Group
Kartec UK	Stakis Hotel Group
Maypole Motors	Mosimann's
Ontime - Kenfields Southern	Arts Club
Balance Health & Fitness	British Society for Immunology
Davies Motors	Surrey L.T.A.
Swift Motors	St. Moritz Tobogganing Club
Ontime - Service Garage	Bromley Squash Club
Ontime - Gyde Motors	Westside Health & Fitness Club

..... and many, many more.

All of these discerning companies have chosen Laser Byte Ltd to fulfil their computer needs. Such is the quality of the total service that we offer.

## Financial History

The IT market is notorious for suppliers giving poor service and becoming insolvent. Laser Byte Ltd, as you will see, has carefully avoided these and many of the other pitfalls that often beset other businesses.

When Laser Byte Ltd was incorporated in 1983 three major policies were identified as being necessary to ensure that Laser Byte Ltd would grow to be one of the most successful computer companies in the Crawley area.

- 1) The paramount aim of Laser Byte Ltd would be to offer a very high quality of service to our users.
- 2) The company should be totally self-funding so that would not be reliant upon third party financial resources or interests.
- 3) Laser Byte Ltd would not actively advertise but would depend upon the promotion of our business by our reputation and "word of mouth".

As a result of these policies, Laser Byte Ltd has had a steady growth during its years of operation.

Since incorporation, the turnover of Laser Byte Ltd has consistently increased and our declared Nett Profit has kept pace with this turnover. These profits have not been wasted but have been reinvested in our Research and Development and development of technical skills. This has ensured that we are always capable of offering the best and most informed advice.

Finally, Laser Byte Ltd has always had a policy of only expanding when we have had the financial and manpower resources available. We have always been careful to ensure that we did not over-stretch our resources.

As a bye-product of this policy Laser Byte Ltd has remained totally self funding with no external loans. To take up a loan would mean that we could not afford what we were purchasing or needing, and therefore we would be over-stretching our financial resources.

This ensures our financial stability and therefore our continued ability to support our users for many years to come.

In the competitive world that we live in, these are very important factors that you should be looking at when you take on a new supplier.

You will never find Laser Byte Ltd to be the cheapest computer company to deal with, but you will find high standards of attention to your needs and a financial security of your supplying company that will ensure your continued support.

## The Computers

Laser Byte Ltd. design solutions which are based upon the best balance in both computer technology, performance, growth capability and price.

We are extremely selective in the systems that we recommend. We only use the best computers and recommend that you do as well.

As a result, Laser Byte Ltd offer three main computer solutions:

Laser Byte Ltd recommend Fujitsu and Tulip PC's for all of our applications. The range goes from small desktop systems, notebook computers right through to multi processor servers capable of supporting 100's of users. The ranges are well known to us and fully supported by us.

Laser Byte Ltd are authorised Fujitsu and Tulip dealers, and therefore, are fully equipped to give you the full after sales service in keeping with the quality of the equipment.

Tulip, like all IBM PC compatibles, are really only single site or single user machines and therefore, for such applications, Laser Byte Ltd are able to offer multi-user solutions where many screens or remote site operation are required.

Laser Byte Ltd can supply integrated networks based around either Novell servers or those based on Microsoft Windows 2000 servers

Networks from 5 to 500 users can be set up and no matter what level you start, you can always grow incrementally should you require. Future proof computing we call it.

For those users who already have PC's we can obviously make use of your existing equipment and configure it into a seamless integrated system.

Novell Netware and Windows servers, whilst being superb as a single site solution for multi-user access, is not appropriate for the situation where you have separate sites that you want to link up.

In this case we can supply systems based around Microsoft Terminal Server and Citrix technology.

Laser Byte Ltd are specialists in configuring and setting up multi-site solutions. And of course, our software is always fully compatible.

Remote terminals, from 50 yards to 6000 miles are easily accommodated using British Telecom lines or Satellite links. The latest technology coupled to high quality design means that the systems are compact, extraordinarily fast, rugged and very reliable.

## The Membership Package

Laser Byte's Membership System, is a fully functional software package that has been designed to cater for the needs of operating Sports and Leisure Clubs. The Membership System was originally developed in 1983 in conjunction with one of the best known Squash Clubs in the U.K. It is currently available as a Single-user or Multi-user System which will run on a wide variety of machines.

Wherever possible and safe to do so, automatic processing has been used so that you only have to enter information once. In order to clarify the functions that the Membership System is capable of we have split it into three main areas. In addition there are a wide range of options and modifications that may also be added. Some of these are detailed at the end of this overview.

The membership system can be divided into membership – **Clubwin** and a prospecting system – **Prospects**

Each system can be used independently or together depending on the requirements.

### 1. Master Files

Master files are held for:

Membership Details	Old Membership Details
Renewal Rates	Payments Received
Banks	Renewal Frequency
Control information	Visit times and dates

Each of these files has a capacity of over 1 million; ie you can have up to 1 million current members, 1 million old members, 1 million rates etc. More than enough for most companies!

These files hold all of the information necessary to allow you to run your Club efficiently.

Information on these files is automatically checked when it is entered; thus minimising the risks of wrong information being put on the system.

Where it is safe to do so, information on these files can be added to or changed at any time.

Furthermore, the details on these files can be held for as long as you want, so long as you have adequate computer storage.



## 2. Processing

The processing part of the program allows you to manipulate, change or delete the information in the Master files. These are summarised below:

- *Add to/change/delete Membership Details*
- *Delete or reinstate old Membership Details*
- *Add to/change/delete Membership Rates*
- *Add to/change/delete Bank Details*
- *Add to/change/delete Control Information*
- *Make Payments against Memberships*
- *Produce Automated Direct Debiting Transactions*
- *Automatically update renewal rates*
- *Optionally update renewal rates*
- *Control "Bad Debtors"*
- *Produce Control lists for remote Clubs*
- *Produce Computer Disks for remote Clubs*
- *Produce Remittance advices*
- *Produce Address Labels*
- *Produce Renewal Address Labels*
- *Automatically produce Renewal Letters*
- *Automatically produce Membership Cards*

Other features include:

- *Multi Club Operation and Consolidation*
- *Full On-Screen operation for efficiency*
- *Easy to Use Menu Selections*
- *Virtually unlimited Membership*
- *Virtually unlimited Rates Structure*
- *4 different rates for Renewal Periods*
- *Percentage or Numeric based discount*
- *Automatic calculation of Outstanding Debts*
- *Automatic calculation of Discount*
- *Automatic calculation of Group Memberships*
- *Automatic calculation of outstanding balances*
- *4 Different billing methods*
- *Automatic cash book*
- *Automatic Membership number Allocation*
- *Automatic checking for Duplicate Numbers*
- *Background operation allows printing whilst updating*

In many cases, the master files are automatically updated when a particular ○ function takes place. This minimises the amount of work that your staff have to do and the possibility of errors.

### 3. Reports

Whilst much of the day-to-day operation can be carried out using the powerful screen enquiries that are built into the system, it is important that the system should produce a wide range of printouts to suit all requirements.

The system is only as good as the information that it can give people. The system provides over 20 standard reports which cater for the day to day needs of the Leisure Club operator. In addition there is a do-it-yourself report generator for any ad hoc enquiries that occur.

Some of the standard reports are:

- *Alphabetically sorted Membership Control Lists*
- *Numerically sorted Membership Control Lists*
- *Control List by a range of Renewal Dates*
- *Control List by Method of Payment*
- *Combination Printouts of the above*
- *Group Membership Lists*
- *Cash Book printout between dates*
- *Cash Transactions printout between dates*
- *Aged Debtors List by any dates required*
- *Renewal Labels selected by Date and Payment Type*
- *Membership Card Labels by Date and Payment Type*
- *1st, 2nd and 3rd Renewal Letters*
- *New Members Lists, Labels and Letters*
- *Remittance Advice Slips*
- *Mail merge files for export to Word Processing*
- *List of Rates on System*
- *List of Banks on System*
- *Birthday lists by Month*

This list of reports is constantly being increased as new needs are recognised. Suffice to say that the system can support hundreds of reports.

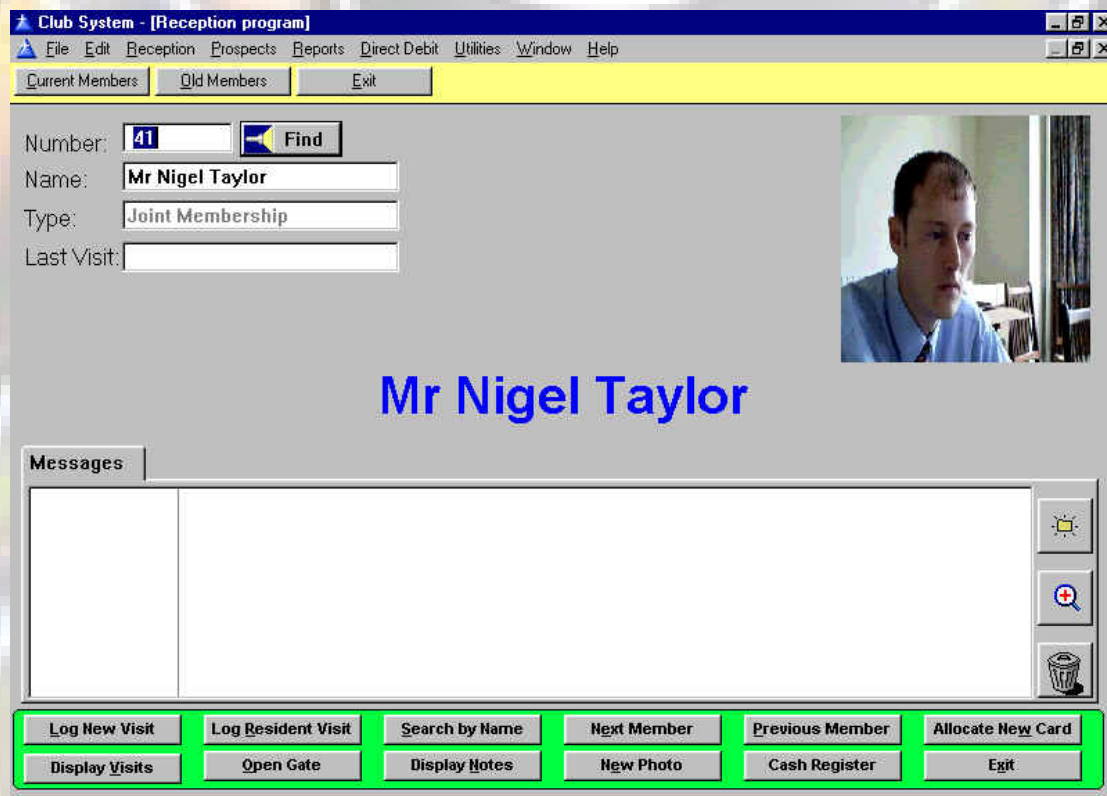
## Clubwin - Front Office Functions

This is our main membership system, which incorporates front and back office functions, and can be integrated with our Prospects system.

Front Office functions are for use in reception and allows visits to your facilities to be recorded. The system can be enabled to allow automatic opening of gate systems when a valid membership card is swiped through a reader.

We can supply bar code and proximity reading technology to allow gates and doors to open on demand.

When a card is swiped through a reader, the members photo appears on the receptionists screen to allow visual checking that the correct person is using the membership card



*Above an example to automatic logging of a member (as used by a reception desk)*

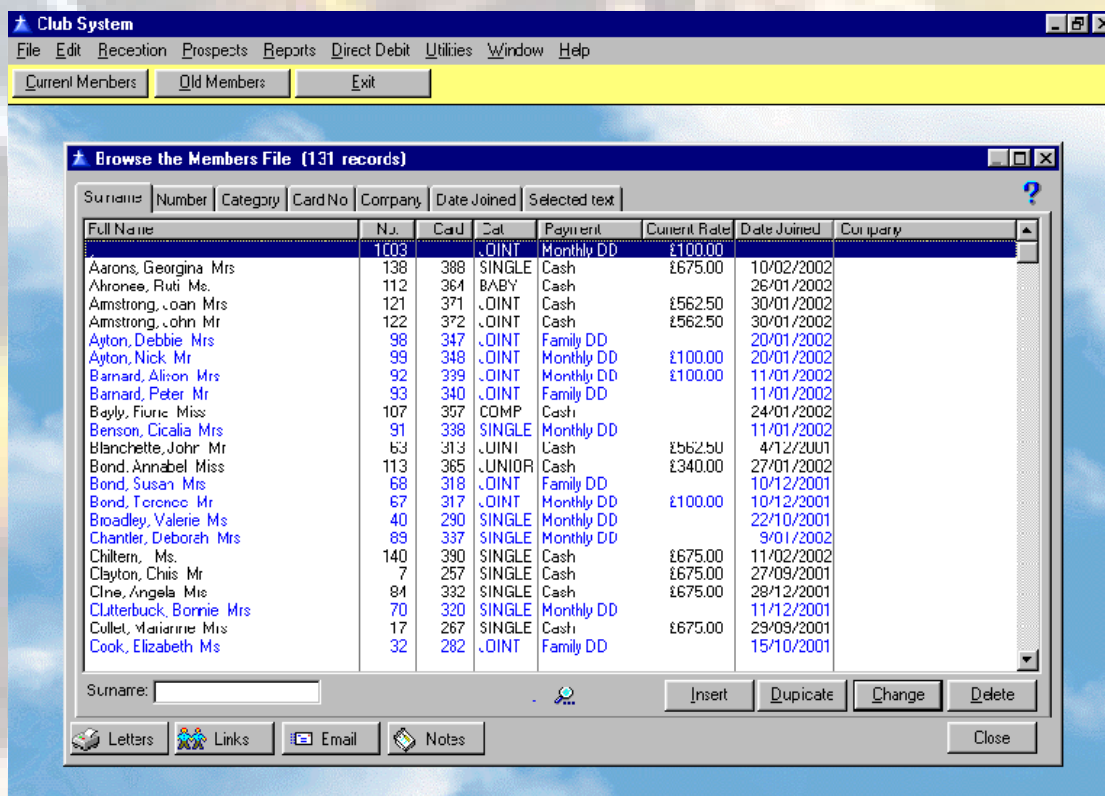


## Clubwin - Back Office Functions

Back Office functions are for use by staff and managers to add and change members details, as well as produce a variety of reports regarding visits. New members can be added to the system directly or they can be automatically transferred across from our Prospects system.

The system also manages membership renewal, member visiting times and direct debit runs.

Special reports such as the "Panic Report" can be created at the touch of a button - this for example shows who has been logged in for visits (i.e. in case of a fire or other emergency)



*Above an example of maintaining current members*

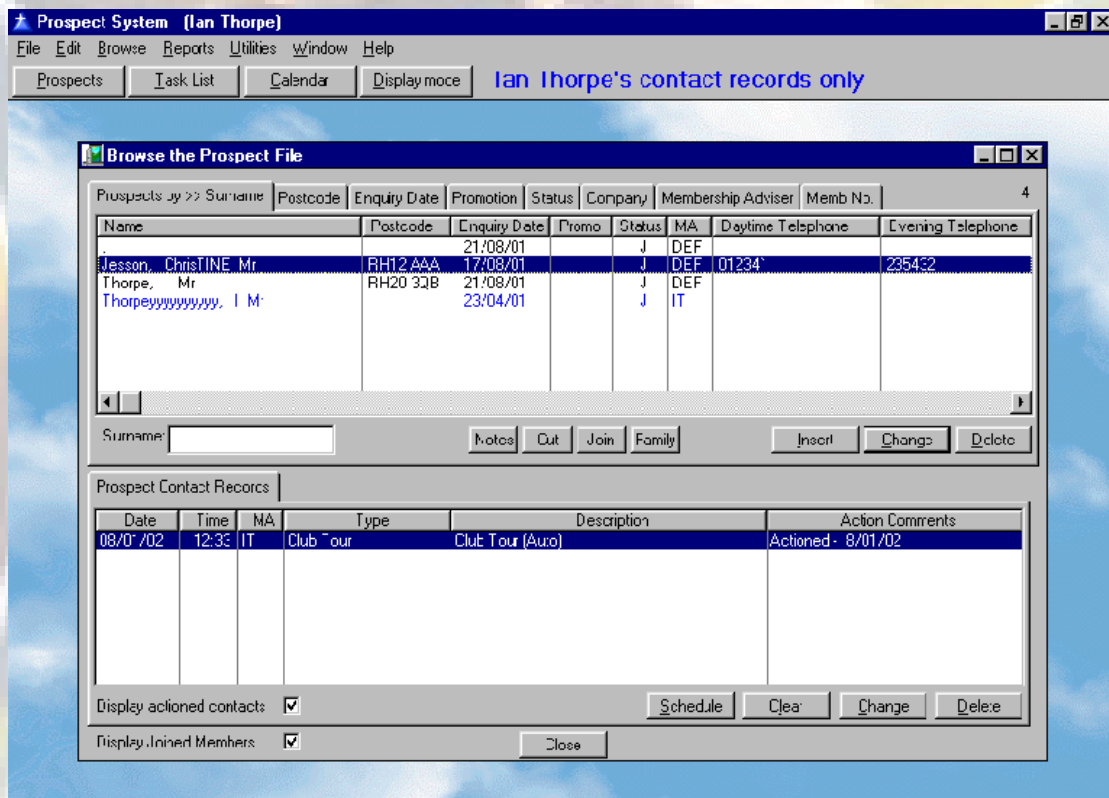
## Prospects

Prospect is our system for membership enquiries usually dealt with by membership advisors.

The system also allows for potential new members to be followed up with letters after they have visited you club for a look around.

The system allow for special promotions to be set up and any discounts given can be automatically routed through to our Clubwin application when they join.

Membership cards and photos of the member can be taken from the Prospects system so when visits are logged the clients photo automatically appears on the reception PC for user verification.



*Above an example a managing potential new members showing diary appointments such as at a Club Tour.*

## Support Services

Laser Byte Ltd offer a number of support services which are designed to help your system run as well as possible, and to help you develop your system as you grow and your needs develop.

These services come in four main areas:

### **Hardware Support.**

All Laser Byte systems carry a 1 year on-site repair service. In this way, companies who are reliant upon their computer system do not have unacceptable downtime periods should the computer fail. Normal response time is about 4-6 hours. This service can be renewed as a Maintenance Contract at the end of the first year.

### **Telephone Support.**

Laser Byte offer a telephone support service to answer your enquiries and questions. Please enquire for further details.

### **Software Support.**

Laser Byte software products carry software support such that any problems that are encountered are solved

### **Consultancy and Modifications.**

Laser Byte are always pleased to offer their services as consultants and programmers. In this way, we are available to advise and make changes to your system should your needs change. If you want a specific function added to your system, call us in and we will discuss with you what requirements you have, design the system, install and test it.

Consultancy and Software development is charged at £75 per hour including travel time.

All information mentioned in this brochure are subject to change.  
Please contact Laser Byte directly for the latest pricing and a quotation.