



The Avalon Bookings Manager - Bookings, Invoices, Customer Database and Business Reporting in an easy-to use program for Windows PC, Lap Top or PC networks

1. Introduction

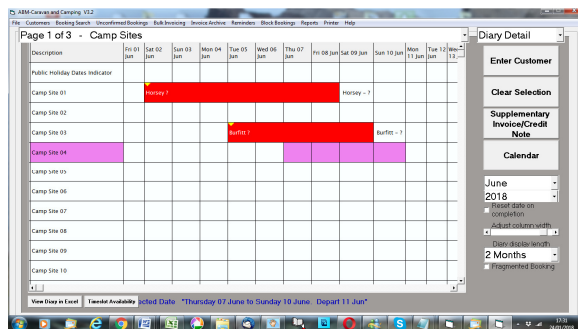
Avalon Bookings Manager (ABM) System is a well proven diary based bookings program which is designed for those who wish to move away from the restrictions of a paper based bookings system or to replace an old system that is no longer supported.

ABM is an office or desk based system, only capable of being run on Windows PC/Lap Top Devices. It is cannot be run on Mac devices, nor is it an internet based system.

If either or both of these feature in your list of requirements our new **Avalon Book On-line (ABOL)** system provides these and many other on-line related features. We have a separate document providing more details on our web site

The key features of **ABM** include:

- ✓ Customer Database
- ✓ Bookings Dairy
- ✓ Optional Web Diary Publishing
- ✓ Bookings Documentation
- ✓ Customer Invoicing
- ✓ Payment input and tracking
- ✓ Operational and Management Reporting



Diary Screen for bookings on a per day or per night basis

Description	Fri 01 Jun	Sat 02 Jun	Sun 03 Jun	Mon 04 Jun	Tue 05 Jun	Wed 06 Jun	Thu 07 Jun	Fri 08 Jun	Sat 09 Jun	Sun 10 Jun	Mon 11 Jun	Tue 12 Jun	Wed 13 Jun
Avalon Room					9am-2pm Burfitt ? 6pm-11pm Horsey ?								
Tor View and Holy Thorn Centre Combined				N/A									
Tor View Room				Horsey ?	Horsey - ?								
Holy Thorn View Room													
Avalon Scout HQ per night bookings													
Avalon Centre per day bookings													

Diary Screen for bookings on a per hour or part hour basis

2. Key Features of ABM

What can Bookings Manager do for my centre or hall?

With Avalon Bookings Manager you not only improve control of your bookings but you can gain competitive advantage

Diary

The electronic diary will quickly check availability, capture customer details and note special requirements. Double bookings are prevented.

Bookings confirmations, letters and acknowledgements at the touch of a button

No more need to generate individual word-processed letters or even hand write them - your customers get an even more professional service.

Easy monitoring of monies due and paid

Deposits, hire fees and extra charges can be processed quickly so nothing is overlooked.

Extra items or service charges can be added to an invoice at any time.

All financial information is automatically stored in the database so you can track income.

Simple to monitor how your centre is performing

Analyse income rates for different rooms or services (month to month or year on year)

View your forward bookings to ensure you maximise occupancy possibilities
Plan ahead and take informed decisions that ensure your centre runs efficiently and profitably

Accounts Link

Optionally, if your accounts package has a suitable import facility, invoices can be automatically posted into your ledgers avoiding the need for manual transfers or separate entries.

Thus you achieve quicker accounting and are less likely to incur errors.
Some versions of Sage, Xero or Open accounts for example have this facility – QuickBooks does not.

Improve your marketing effectiveness

Avalon Bookings Manager provides your most valuable resource of all - an expanding database of customer information. Over time a customer profile starts to emerge which, at a glance, lets you know:

- Those who have booked before and how often they have used your rooms
- Where new customers first heard of you, find out the best ways to promote your building.
- what each customer has spent with you - perhaps a loyalty scheme would encourage even more bookings.
- Which geographical area do they come from, use this information to target advertising.
- What are the reasons for peoples' bookings - do they have special requirements?
- Do some customer types respond more positively to special offers
- How important is customer referral in winning new hirers?
- Do clubs or other groups hire your rooms, and why have they chosen you?

This information is an invaluable resource that will help you to market your building more effectively.

It allows you to approach your customers with specially tailored offers.

3. Set up and Basic Use of ABM

Avalon Bookings Manager can be run at three different levels according to your business requirements – for example:

1. Single PC or Lap Top Office System

In this example ABM is run on any Windows Operating System (From Windows XP to Current Windows 10)

2. . Multiple User Office System

ABM can be configured to run concurrently across several Windows PC devices such that different users can all have access to the program from their desks.

For this option to work effectively, each PC must be linked to a local area network within the same building and all should be running the version of the Windows operating system

In simple terms a booking is requested and then accepted.

From the booking stage it is “moved” through a series of configurable status (set by you) e.g.

- ✓ awaiting confirmation
- ✓ awaiting deposit payment
- ✓ awaiting full payment
- ✓ query with booking
- ✓ booking completed and Invoiced

The invoice is “managed” by a series of configurable status fields: e.g.

- ✓ awaiting payment
- ✓ payment chased
- ✓ partial payment received
- ✓ fully paid
- ✓ credit generated

3. Two or More Computers in Different Premises Accessing ABM via a shared “cloud based” system such as Drop Box

The limitation of this method is that only one user can have access to the program at any one time. If two or more users require concurrent access to the program, with each user being in a different location, **Avalon Book On line** may be a better option

These are a few screen shots to illustrate the Avalon Bookings Manager Program

The Customer Record

Surname Burfitt		<input type="checkbox"/> Case Name & Address		<input type="checkbox"/> Checked In		<input type="checkbox"/> Checked Out		Charges	
Title	First Name Roger	Check In Time		Check Out Time		Cancel			
Company Name Avalon Software (UK) Ltd		Registration No.		Purpose of Hire Meeting		View Previous Bookings			
Address 48 High Street Glastonbury		Source of Enquiry		Numbers Attending 32					
Post Code	BA11 1AQ	Disabled Access		Catering Not required					
Day Telephone	0330 900 2125	Highlight this booking		Booking Notes Customer will be bringing their own projection equipment					
Evening Telephone									
Mobile Telephone	07762 061172								
E-Mail Address	roger@avalonsoftware.co.uk								

Commencing a booking when used for bookings on a per hour/part hour basis

Description	Fri 01	Sat 02	Sun 03	Mon 04	Tue 05 Jun
Avalon Room					9am-2pm Burfitt 6pm-11pm Horsey

new booking, click the start date and end date on the desired resource, then click on 'Enter Customer'.

Availability Tue 05 Jun 2018 - Avalon Room

8am	9am	10am	11am	Noon	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm

From/To	Organization/Contact	Telephone
9.00am - 2.00pm	Roger Burfitt ?	08454 30 22 33
6.00pm - 11.00pm	Mr Julian Horsey ?	0330 999 0125

Start Time: 15:00
End Time: 17:00

OK
Cancel
Make New Booking

Helping you to calculate the correct charges

Price Ready Reckoner

Standard Per Hour Quantity

Rate Hours @ x =

Tick to Include/Exclude an item

	Rate
Standard Per Hour	£20
Members Per Hour	£15
All Day	£180

Add Additional Charges – these can be applied and invoice to a booking or on a separate invoice as you prefer

You choose your own fonts, colours logos and images to suit your business style

Quantity	Description	Price Each	Date	Initials
30	Menu A - Sandwiches Selection	£3.50		

Description	Price Each
Damage Deposit	£200.00
Gas Bottles	£20.00
Menu A - Sandwiches Selection	£3.50
Menu B - Cold Buffet	£6.50
Refund of Damage Deposit	-£200.00
Room Cleaning Service	£25.00
Tea Coffee and Biscuits	£1.60
Teas and Coffee	£1.20

On completion of the booking you can record payments, generate booking confirmations, invoices or just save the booking

Name **Roger Burfitt** Telephone **0330 900 2125**

Address **48 High Street Glastonbury BA11 1AQ**

Booking Notes
Customer will be bringing their own projection equipment

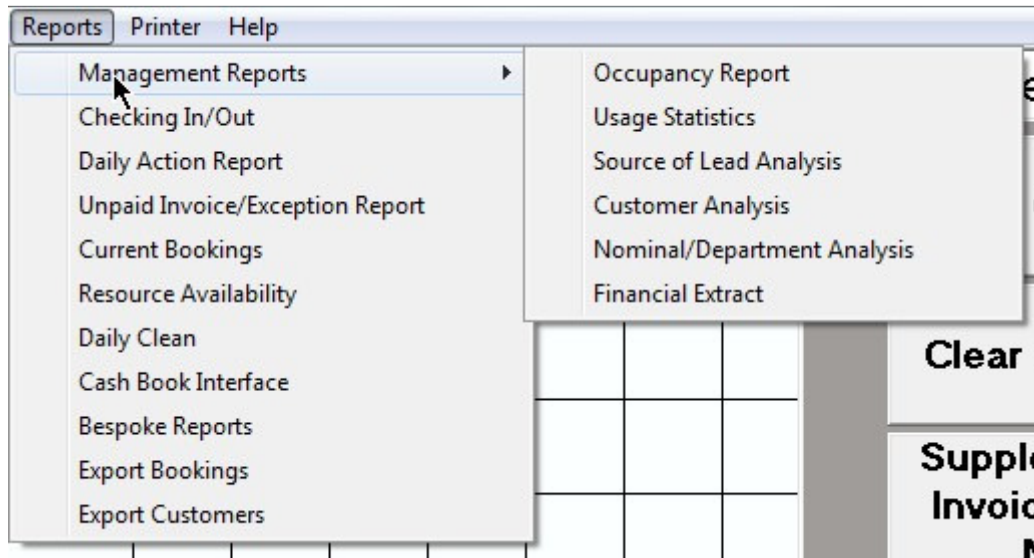
Invoice Notes

Total **£145.00** Amount Due **£145.00** Previously Paid **£0.00**

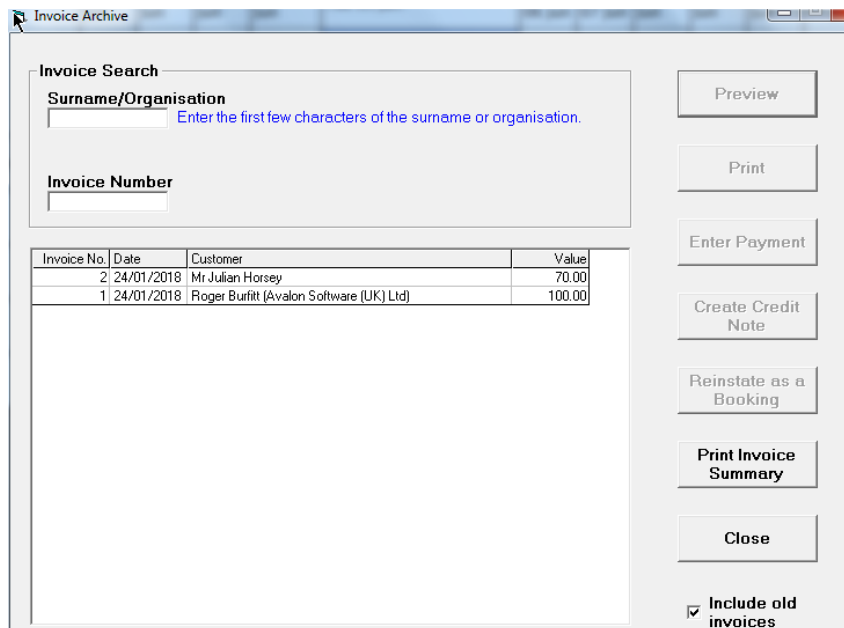
Payment Type **Cheque** Payment/Deposit

Resource	Date	Rate	Seats/Quantity
Hire of The Avalon Room	Tue 05 Jun. at 3.00pm for 2 hrs.	£40.00	
Menu A - Sandwiches Selection X 30		£105.00	30

**A range of reports will help you stay on top of things
 Management Reports enable you to take decisions based on timely and accurate information**



All invoices generated are stored indefinitely in the invoice archive



Avalon Bookings Manager Software and Services Price List 09/17

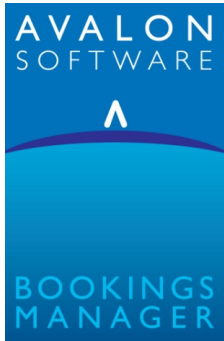
The software is supplied with facilities for hire and charges pre-loaded so that the program is ready for use as soon as it is installed on your computer/s



Avalon Bookings Manager Software Licence Fees	Purchase Price Includes First Year Software Support	Optional Year 2 onwards Support Service	Comments
Single User Licence	£395.00	£45.00 p.a.	Can be installed on any Windows PC or Lap Top
Additional Licences	£175.00	£5.00 p.a.	One Avalon licence is required per PC on which the program is installed.
Optional Modules			
Sage Accounts Data Export module	95.00	£5.00 p.a.	Generates a .CSV file of accounts transactions from Invoices raised in Bookings Manger for import into accounts systems such as Sage with CSV import facility thus saving the need to key in invoice data
Web Diary Upload Module	£95.00	£0.00 p.a.	This module enables you to generate an automated output file which can be uploaded to your web site
Crystal Reports Reader	£95.00	£10.00	Required to read bespoke reports.
Bespoke Reports	P.O.A		Prices will depend on the nature and complexity of reports specified.

Training Services

Telephone based training service using remote access software to the customer's computer	£40.00 per hour
On site Training Visit On-site user training services for the Avalon Bookings Manager. The training can be to help you "get started" or to show how to apply some of the more advanced features of the software.	From £200.00 per session. Please note travel and accommodation charges will be applied by prior agreement



Free 31 Day Trial of the Avalon Bookings Manager Program

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Email roger@avalonsoftware.co.uk

WEB: - www.avalonsoftware.co.uk

The thing about software is that you can't always see how it will work for you until you are using it and can see the benefits.

At Avalon Software we also feel that without any configuration to suit your business, access to a trial version for a month isn't really going to be much help either.

It is for this reason that we go one step further and provide you with a fully configured live working copy of the Avalon Bookings Manager to run Free-of Charge for 31 Days.

We will set up some basic data for you, such as your Hall, Rooms, pitches etc. and hire charges so that when you receive the trial CD you can commence using the program as soon as you are ready. This will allow you not just to see our software solution, but see how it will work for you, all with no obligation.

The data we create for you is done using standard system tools, which means that you can easily amend any of the data we set up for you.

We strongly recommend that you use the trial software to process actual bookings so that you can compare the Avalon Bookings Manager with your present method of working.

If you decide to purchase the software, let us know before the end of the trial period and we send you an invoice. On receipt of your payment you will be issued with a permanent software activation key. Otherwise the software will simply lapse at the end of the 31-Day period. Should you decide to purchase the Avalon Bookings Manager at a later date, all the bookings and customer data you have entered is retained.

The data we need is details of your hall, rooms and other facilities, your standard charges or tariff and your contact details for bookings etc. We can email you a form to help you with this if required.

If you would like more details of this service please send us your contact details via our web site or telephone on 0330 900 2125