Rental Inventory Management System + Ecommerce Solution

"The Complete Package" of Business Operations System with Online Integration.

Key Benefits

Increase Sales

- New revenue Stream
- Easier for Customers to Pay
- Easier for you to manage inventory
- More efficient for you
- Increase sales without increasing staff
- No software installations or hardware required.

Information Security – Information is store securely in multiple locations – not just a local computer - creating redundancy.

Mobile Information Access – Information access from nearly anywhere with an Internet connection.

Visibility

- Into Sales Numbers
- Into Financial Data
- Into Bookings

Branding – Create and/or integrate your branding messages: company logos, colors messages, design elements, etc. into the site and the checkout process.

Residual Value - Accumulate Customer Data and Booking Data

- Customer Data- Collect Customer Information
- Make Better Business Decisions based on the detail customer and business information collected by the system
- Utilize customer data for marketing campaigns

Product Notes

- Platform was designed based upon the best practices for the rental industry – utilizing a knowledge base of rental professionals
- Software updates automatically
- Management Software and Point of Sale

Our Fully-Functional **Stellar IMS** Back-End Demo Site is available on request.

Live Customer Facing Front End Web Site Examples:

- http://aquasportsadventures.com/
- http://www.portroyalerental.com/rental/port

Sales Represenative

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Comprehensive Feature Set

Stellar IMS in an all-encompassing rental operations management system.   Because it is cloud based, it is platform independent and requires no software installation.   Every aspect of a rental operations software needs are addressed in this software package. Some key functions of the software are listed below:

- **Website Integration**
    - Allow Customers to Book Directly from *your* Website without calling you.
        - You Set Available Date Ranges
        - You Set the Pricing with varying rates based on your season, day of the week, time of day, and holidays
        - Custom Formatted Email Confirmation to your customers
- **Cloud Based System**
    - Adaptable Platform
        - System allows for complete customization to meet your needs
    - Low Maintenance
        - No IT staff required to load or maintain software, servers, databases
        - No hardware to buy, use the system anywhere on any device with a browser PC/MAC/Tablet Compatible
- **Color-Coded Grid Display**
    - Full/Easy Visibility of Rentals by Hour, Day Week, etc.
        - Shows Who Rented
        - When They Rented
        - What Boat They Rented
        - How Much They Paid to date and remaining balance
        - Color coded to show future bookings, rentals in process, and rentals returned
        - One click on a booking opens up the booking screen for detailed information or to change the booking

- **Intuitive and Fast Booking Screen**
    - One Screen Quick Booking
        - Screen is laid out in order, step by step of the booking process
        - Check availability easily
        - Select from a drop down of booking times or selectively give staff the ability to enter in custom times
        - Automatically load pricing or selectively give your staff access rights to enter in custom prices
        - On screen ledger calculates pricing, including sales tax, on the fly as you add rentals and options.
        - Allows you to select multiple quantities with the click of a mouse and automatically updates pricing
        - Allows you to select additional options with one click and automatically fills in pricing for you

- Quickly load existing customer information into the booking
- Take payment over the phone or in person.
- Payment options include, typing in a card, swiping a card, and cash. Cash and credit card combinations are allowed and tracked.
- Allows for partial (deposit) payments, every payment tracked separately for later reconciling
- Optional CIM allows repeat customers to book with a saved card (on your merchant servers) for even faster booking.
- Check in and check out are on the same screen and adjust the booking color accordingly for easy identification of what is out with the customer and what has been returned.
- Easily print Contracts and Forms with a color-coded button on the booking screen. All forms are pre-filled in with the booking information, including customer information and payment information.
- Easily allow for collection of additional fees or apply refunds when the customer returns their rental(s). Payments and refunds are tracked for detailed accounting reconciliation.
- Pre-Authorize, collect, or release Damage Deposits

- **Management Functions**
    - Manage Inventory
        - Add Inventory
        - Take Inventory In and Out of Service for specific dates.
        - Change Scheduled Booking Times
        - Change Standard Pricing

- o Manage Coupons
- o Manage Employees/Users
  - Easily create users yourself
  - Easily assign roles to your users
- **Customer Management**
  - o Look Up a Customer
  - o See Order History
  - o See Full Contact Details
  - o Export Customer Information for Marketing Campaigns
- **Print Contracts**
  - o Automatically Populates Contracts with Customer Information and allows you to Print Them anywhere
  - o Complete customization of your contracts is available
- **Reporting**
  - o Financial Reports
    - Complete detailed reconciliation extract data available including merchant transaction numbers
  - o Booking Reports
  - o Bookings by Time Frame (day, week, month, etc.)
  - o Bookings by Type of Boat
- **Email Marketing**
  - o Automatically Email –
    - Email Confirmations
    - Contract Documents/ Agreements
  - o Export Customer List for Email Marketing
- **Data Security**
  - o Data is Stored Security and Backed up So Important Business Information is Not Corrupted or Lost
  - o System is encrypted via SSL
  - o No credit card information is stored on our databases (Credit card data can be stored on ultra-secured merchant systems such as Authorize.net© (CIM) Customer Information System and integrated into Stellar IMS for easy collection of payments / damage deposits for returning customers. In this case, your users will not even see the card information.)

History

     In 2008 White Sunrise, LLC launched "Stellar IMS" an inventory management specifically designed the Marina Industry. Stellar IMS manages inventory at Marinas, including rental fleet, accessories, etc. Since its inception Stellar IMS has grown from managing a small fleet of 30 boats to managing 100 + boating operations at multiple locations. Stellar IMS is a complex system that can manage hundreds of boats at multiple locations through one login. The system shares reporting data, customer information, booking data, etc. between multiple locations. This is all being accomplished while allowing the marinas to run location only reports, such as, sales reports, accounting reports, etc.

     Other features of this system were developed over time. White Sunrise, LLC is continually improving this extensive platform to add new features and expanded capability. Starting from a 1.0 version a 2.0 version was created and adapted in 2010. In 2012 White Sunrise launched Stellar IMS 2.5 an entirely new version of the software. A similar application for House Boat Management was built of the Stellar IMS 2.0 platform and launched 2012. Stellar IMS not only manages inventory, it also: assists in the marketing functions of a Marina, reporting/management functions and the customer relationship management of the business – just to name a few.