



Integrated Solutions for SMBs and Large Organizations working with Point of Sale Systems, Reservation Systems and Access Control Systems



Antony Adolf
Marketing Mgr.

PremiceSoft
www.premicesoft.com

Contact:
Jocelyn Roy
514-696-1105
jroy@premicesoft.com

"We pride ourselves in being responsive to our clients, so if it has really been through the process of learning from our client and their feedback."- Antony Adolf

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Adolf, what is the idea behind PremiceSoft?

Mr. Adolf: PremiseSoft offers integrated solutions for small to medium sized businesses. We focus on point of sale systems, centralized client databases, reservation systems and access control systems. We offer the only integrated solution for small to large businesses.

CEOCFO: How is it integrated?

Mr. Adolf: It is integrated in the sense that if someone has the POS (Point of Sale) system, they can also add the reservation. If you have the Salon for example, you can charge your client and reserve with a particular stylist in the same solution. You can have customer histories and preferences all in one place. Another example is a Golf club: you can have your tee times set up along with your pro shop sales. A centralized client database is paired with a centralized inventory management system to which is added a reservation system and access control system, offering a complete solution for singles store to chain stores.

CEOCFO: Why is that so unusual? Is it difficult to put the technology together?

Mr. Adolf: Exactly. In most cases today the technology is very separate, so you will have the Point of Sales solution and the reservation solution separately. We are the only company to offer them both together, along with the access control all around the centralized client database and inventory management system.

CEOCFO: Have businesses been looking for a better way? Do they think it can be done or that it exists?

Mr. Adolf: We have been in business for 20 years now and that is exactly what we have found. There are piecemeal solutions but not in a one stop shop that people can go for their reservation and point of sale solutions.

CEOCFO: How do you reach out to businesses so they know about PremiseSoft?

Mr. Adolf: We are currently revamping our marketing, which was why I was brought on. Right now we are inbound and word of mouth. They find us on the web and through our network of dealers. We are extending this to include more social media, content-based marketing and outbound sales.

CEOCFO: Why is now the time for the outreach?

Mr. Adolf: Our products are at a point now where they are stable and ready to explode. There are going to be innovations in the future but they are really at a point now where they are ready to deliver on a large sale to increase volume.

CEO CFO: *What is the geographic range of your clients today?*

Mr. Adolf: It is global. We currently have clients in the US, Canada. Europe, golf courses and spas in Europe and resorts in Morocco and North Africa.

CEO CFO: *How are you able to provide service should people need some help globally?*

Mr. Adolf: We have a dealer network which provides a supporting network that deals with them remotely and we send over people to do the installation and give the initial training.

CEO CFO: *What is involved in implementing a system?*

Mr. Adolf: It is quite a robust program, so depending on the size of the business, you either do the training remotely from your arc leaders to there directly, or we will send someone in person to do the installation and training. It could take from one hour to a few days depending on the complexity of the client. If you have a resort in Florida with a golf course and a swimming pool and three pro shops and a restaurant, it will take a much longer time to configure than if you just have for example a hair salon with three employees.

CEO CFO: *How have you made your system user friendly?*

Mr. Adolf: We pride ourselves in being responsive to our clients, so if it has really been through the process of learning from our client and their feedback, we had the original project set up and then as time went on, the clients said that say they prefer this or that, we adapted the interface that way. It has been a responsive system that we use to update user friendliness.

CEO CFO: *Would a client typically take advantage of all the pieces that you can provide?*

Mr. Adolf: We have a fully scalable system, so if you have a small business, we have a solution for that, it can be a single solution or an integrated one. It depends on the type of business. Some require an integrated solution, for example a golf course with reservation, pro shop and restaurant needs. If you have a medium sized business, we have modules that you can add on to it and we also offer an enterprise solution. We really scale the solution to the size of the business. We have mom and pop restaurants all the way to multiuser chains. The chains are the ones that will use the POS system with the access control for example and the mom and pop systems will generally not. It is a fully scalable system.

CEO CFO: *Are there certain businesses that are not understanding or paying as much attention?*

Mr. Adolf: I would say that it is in the portable access control spaces such event management and government offices. We are looking to develop those markets shortly.

CEO CFO: *What is your strategy for marketing?*

Mr. Adolf: I do not want to give away the castle, but we want to generate inbound traffic. That is our goal, so it is to set up the social media networks and redo the website and SEO, so we are attracting inbound clients, so we do not have to do as much outreach now.

CEO CFO: *Is the fact that you have been around for 20 years important for potential clients or does it have the value that it used to?*

Mr. Adolf: It does because many of our competitors tend to be “fly by nights” and we have a reputation in the industry to be there when the client needs us, so it does work to our advantage to have been there for 20 years. Most of our competitors have been there for three to four years and they do not have the breadth of experience that we do and we use that to our advantage insuring that we can meet customer needs for the long term.

CEO CFO: *What is the business model for you?*

Mr. Adolf: The business model is the centrally located office. We do our customer service and development in one area and we do the dual system through distributors and direct sales.

CEO CFO: *How do you maintain security particularly in the payment arena?*

Mr. Adolf: We encrypt everything and we use top of the line security for both our clients, so how they pay us, and for our clients' clients. We use secure servers for them that are located globally so that they never lose their data and they are encrypted so they are fully protected. We keep our central office well protected as well.

CEO CFO: *With regulatory issues around things like security and payments in different parts of the world, how do you keep ahead and particularly as you are looking to grow in areas that may have regulations of which you are not currently aware?*

Mr. Adolf: One thing for example is here in Florida, where they are going to change the laws surrounding spas and salons and how they take payments and taxes. What we do is stay in touch on the front with legislators to figure out what

the regulations are going to need and then translate that into our products and services for that industry. Another example is how France is regulating its tax intake: we are staying at the forefront of developments, advising our clients accordingly, and developing new technological solution in response.

CEO CFO: *What surprised you as PremiceSoft has grown and evolved as a company?*

Mr. Adolf: The dynamism of the environment. Before I thought POS systems, reservation systems and access control systems were more of a static environment where there is no innovation and no market growth, and what I found since coming here is it is a very dynamic environment and there are many things happening at PremiseSoft that is really creating an environment where you have to be competitive in order to succeed and it exciting to be in. Mr. Roy, our CEO, has been with the company for twenty years and he likes to emphasize the change in market demands, particularly that of integration, and we have made that need our strength.

CEO CFO: *Where does mobile come into play?*

Mr. Adolf: There is some exciting news for us. We have just launched our first cloud based reservation product— Equinox Booking— on November 9th. It will have an Android app that will allow people to make bookings from their cell phone. Also, our point of sale and reservation systems are usable on tablets.

CEO CFO: *Have people been asking or did you just realize it is time?*

Mr. Adolf: We realized its time. People have been asking because they want to be able to manage their businesses remotely and for their clients to manage their businesses remotely.

CEO CFO: *What challenges are you on the lookout for as you move forward?*

Mr. Adolf: There is a lot of competition out there and there are new players in the market that are doing quite interesting things. To be more specific, there is competition for specific products in specific markets, but there is no one offering the complete solutions we do. It is a matter of staying ahead of the game in terms of the technology that we provide and also in terms of the customer service that we provide. One of our advantages is that we offer full customer service, whereas many of our competitors do not offer that. We have the experience and the customer service to back what we do and our competitors do not.

CEO CFO: *Why is PremiseSoft a noteworthy company?*

Mr. Adolf: We are the only employee integrated service provider for small to large businesses in the POS, the point of sales system, reservation and access control system combined. We are a one stop shop for them. Before, you had to go get your reservation from one place, your POS in the other and your access control in another place. We offer it all under one roof, it brings down the costs and it also allows for innovation in your system. For example, if you are gym, you can control how people access even their locker rooms. If you are a golf course, you can measure inventory down to the last ball. There are things that other companies do not offer and we do offer.

