



Aluvii Software Significantly Reduces Cost of Ownership and Eliminates IT Headaches

Overview

Cherry Hill, headquartered in Kaysville, Utah, began as a fruit farm with hundreds of cherry trees, from which it gets its name. Since 1967, they have operated their recreation park, which includes a water park during summer months, event space, a campground year round, and additional attractions.

Challenge - Creativity and Efficiency Limited by Costly Hardware and Software

Like many recreation parks founded decades ago, the software used to run Cherry Hill's day-to-day operations was installed years ago, using disparate systems that tied up too many resources. Cherry Hill looked for a new solution, realizing their previous system was too expensive and time-consuming to maintain.

On-Premise Servers and IT Staff Meant High Cost of Ownership

Cherry Hill had to pay for on-premise and backup servers, which were expensive to maintain. Training costs were unnecessarily high because the software used different modules pieced together in a confusing user interface. Additionally, the software required a one-on-one interaction for every customer request or transaction, increasing the cost of payroll and tying up valuable resources—employees.

Software Administration Difficult and Limited Creativity and Efficiency

The previous software required an install on each computer and updates to maintain the software were time-intensive and costly, creating an inflexible system both to administer and maintain. Additionally, any changes to the POS systems—like a change in product offering, pricing, etc.—would necessitate a physical change on each computer, one at a time, limiting creativity within operations.

Computer-Locked Software Proved Constraining

Since each computer needed its own software installed and configured, flexibility was non-existent. If a computer crashed, a new license had to be obtained from support—necessitating more calls and outside IT—and setting up a new station time-intensive and inconvenient. The software created device-lock, eliminating any flexibility needed for additional stations required for an event. The software only ran on computer terminals, preventing the use of laptop, tablet, and mobile devices. Lastly, few computers and accessories—cash drawers, receipt printers, and card printers—were supported by the software.

Solution - Bringing Power, Flexibility, and Security of the Cloud to Recreation

Aluvii provides cloud-based software for recreation companies looking for a seamless, flexible, mobile-ready solution. Software built for and housed in the cloud provides accessibility to reports across multiple departments, anywhere, anytime, and on any device. Rather than utilizing multiple software systems for different departments, Aluvii's all-in-one solution makes it easier to run the business.

Lower, Simpler Fees—and Fewer Fees—Mean Lower Cost of Ownership

After switching over to Aluvii, cost of ownership decreased significantly for Cherry Hill. Licensing fees, both for servers and for software, are 32% less than previous fees, while additional costs for servers and backup servers were eliminated, saving thousands. The flexibility and mobility of Aluvii allows Cherry Hill customers to manage their account and memberships online, reducing unnecessary face-to-face time with employees.

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“Aluvii has given us the power to do more—easy configuration, secure data, device flexibility, an online customer portal—thanks to its affordable cloud-based solution.”

RESULTS

- **Reduced costs by 18% yearly**
- **Eliminated \$28,000 in server and maintenance costs**
- **Eliminated hassle and cost of on-premise servers while providing security**
- **Enabled quick configuration with easy-to-use interface saving employees time**
- **Accessible from any Internet-enabled device delivers relevant data to employees**
- **Customer portal allows for easy account management and membership renewal**

Cloud-Based Servers Eliminates Maintenance Hassle and Costs

Since Aluvii is cloud-based software, on-site servers are no longer required while the servers are managed and maintained in the cloud. This eliminates all hassle—not to mention all the cost—that was associated with their previous software. Insecure data is also a thing of the past. Aluvii boasts a 99.99% uptime and data security, whereas maintaining an old server onsite is less reliable and secure.

Aluvii’s Easy-To-Use Interface and Flexible Configuration Saves Time

Any changes to the system can be done from a centralized remote location and changes update across all computers and devices immediately. Changing a price can be done easily and instantly, taking seconds rather than hours, and the intuitive, easy-to-use interface makes navigating the site easy, with any custom configuration requiring minimal training.

Flexible Licensing and Devices Empowers Employees

Aluvii allows Cherry Hill to be completely flexible in using desktops, laptops, tablets, and mobile devices, as any internet-enabled device with a web browser can run the software. Employees can interact with guests more freely at events, utilizing tablets to sell products or scan tickets and memberships.

Results – Better, Faster, Simpler Software Empowers Cherry Hill

With Aluvii, Cherry Hill was able to decrease their monthly costs by 18%. Those savings enabled Cherry Hill to allocate those resources in more effective ways, fueling growth. Utilizing the power and security of the cloud gave Cherry Hill peace of mind, knowing its data is secure, while also providing easy access for managers, at any time, from any device. Because the solution is not only easy to configure but easy to use, employees can confidently help customers with mobile devices. The availability of a customer portal provides a seamless and streamlined experience for guests as they can check and manage their account from their mobile device. Aluvii provides an easy-to-use, cost-effective solution for owner-operators looking to spend less time on IT and more time delighting guests.

Case studies are illustrative only and do not imply an endorsement of any particular product or service. Each customer’s situation is unique and results will vary.

About Aluvii

Aluvii has delivered a fundamentally new approach to managing business in the amusement and leisure markets by bringing all key modules together into one software solution and then hosting them in the cloud, making it very affordable, easy to set up and use, and accessible on any device. Aluvii’s core modules include ticketing, point of sale, membership management, e-commerce, customer portal, event booking, inventory management, HR & timekeeping, sales & marketing, and much more. For more information, visit www.aluvii.com.



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