Aluvii

Seven Peaks

SEVEN PEAKS
THE FUN NEVER ENDS

Changing Management Software Significantly Improves Operations and Creates Savings

Overview

Seven Peaks, headquartered in Utah, is a leading entertainment company in the state, having been involved in the amusement industry since 1999, owning and operating four water parks, two fun centers, and two bowling alleys across multiple states. They have serviced millions of guests and employed thousands of staff over the years providing services like food and ticket sales, season passes, rentals, small and large group events, holiday events, and more. Widely recognized across the state, they have won many awards for safety, fun, and contribute significantly within the community.

Challenge – Expansive, Costly System with Little to Show

Servers, IT Staff, and Licensing Fees Escalate Ballooning Costs

Seven Peaks had incredible costs associated with the software, servers, and staff required. Servers maintained at each location had software, licensing, and administration fees (over $10,000). The IT staff needed to maintain all computers, servers, and miscellaneous needs ran well into the six-figures (nearly $150,000 yearly). Service fees to maintain server uptime, backups, software patches, security updates, and restoration plans were also required (nearly $12,000). Additionally, software inefficiencies meant more time was spent looking for and waiting on a screen than ideal, so additional staff was needed to get the work done, increasing payroll. Overall, the yearly cost for the bare minimum including all of these components was $179,000, all for a system that was limiting, difficult, and frustrating.

Software Database Wasn't Unified Across All Locations

The previous software system had separate databases that weren't tied together, creating significant frustrations. Customers who bought a pass at one location were unable to use their pass at another location without difficulties, so a temporary fix was instituted to create a system which synced every night. Unfortunately, the sync proved

to be problematic as customer information was getting scrambled—pictures and information weren't correctly matched up, causing headaches for both the customers and employees.

Poorly Designed System, Difficult to Use, Train, and Configure

The previous system was extremely difficult to use and navigate, requiring a week of training for employees to feel comfortable with even the most basic selling tasks: products, memberships, etc. The lack of an intuitive interface—any action or configuration had bugs and nuances to maneuver—combined with lengthy training requirements created inefficiencies and proved costly. Additionally, the old system required separate installation and configuration on each individual computer, so each update or modification to one computer necessitated the same change being programmed on every computer—of which Seven Peaks had over 100!

Disparate Software Systems Lacked Visibility, Creating Inefficiencies

Prior to switching to Aluvii, Seven Peaks had separate software for different departments due to restricted functionality. They utilized software for park management, including POS, memberships, ticketing, and ecommerce; HR and payroll; timekeeping; scheduling; and email marketing. Each piece of software required additional training for use and limited visibility into other departments.

> " "The single thing I have done in the last 18 years that saved me the most money and had the best customer results has been Aluvii."

The Aluvii Solution

Efficient, Cloud Solution Streamlines IT Staff and Decreases Costs by Nearly $180,000 per Year

After switching to Aluvii, Seven Peaks was able to eliminate IT costs almost entirely, as on-premise servers, maintenance, and support for the software became a thing of the past. Any support is now provided on an as-needed basis, meaning IT costs are minimal and manageable. Additionally, service fees that had previously been paid are also eliminated, as Aluvii provides this service as part of their monthly subscription fee. Lastly, an online portal offers customers the ability to administer their own information and purchases, contributing to a 15% reduction in payroll since implementing Aluvii.

Centralized Database Provides Data Unification

Aluvii is a cloud-based solution that utilizes one centralized database, so information on the platform can be accessed anywhere, anytime, using any device. Because of this, Seven Peaks eliminated the headaches associated with separate databases; customers can now purchase passes at one location and easily use them at another. Additionally, Aluvii is scalable, so as Seven Peaks grows and adds employees, locations, or new parks, all locations will point to and access that single database.

Flexible, Intuitive Software Decreases Training Time, Increases Productivity

Due to the simple and intuitive navigation of Aluvii, training time has been dramatically reduced. Training new employees takes hours rather than weeks, so employees can be effective the first day on the job. Because of the centralized, cloud-based database and flexibility of the solution, configuration is quick and immediately

updated across all locations. With Aluvii, very little time is required to set up, configure, and train on the software, so employees can be more efficient and effective.

All-Inclusive Software Creates Simplicity and Powerful Reporting

Rather than using disparate, disconnected systems for each area of the business, Aluvii provides the ability to run nearly all departments from one system, which allows not only for simplicity in training and use, but offers a more holistic view when running reports and viewing dashboards. The administrator also has the power to manage all company hardware and peripherals—including cash drawers, receipt printers, ticket printers, and card printers—from any device, drastically reducing IT staffing. The solution is easy to maintain and accessible anywhere, at any time, on any device.

The Results/Conclusion

Aside from saving over $179,000 annually—an incredible benefit—Aluvii also provides Seven Peaks a cloud-based solution with intuitive navigation that is both easy to use and train, and simple and affordable to maintain. Gone are the days of a bloated IT staff, server costs, and the headaches associated with maintenance and support. Now, operations are efficient and Aluvii's software provides a seamless, holistic solution for all departments, simplifying reporting, transparency, and visibility.

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.

Aluvii
Amusement Management Software Reinvented

To demo Aluvii or to contact sales, call 801.901.7900   hello@aluvii.com   aluvii.com