



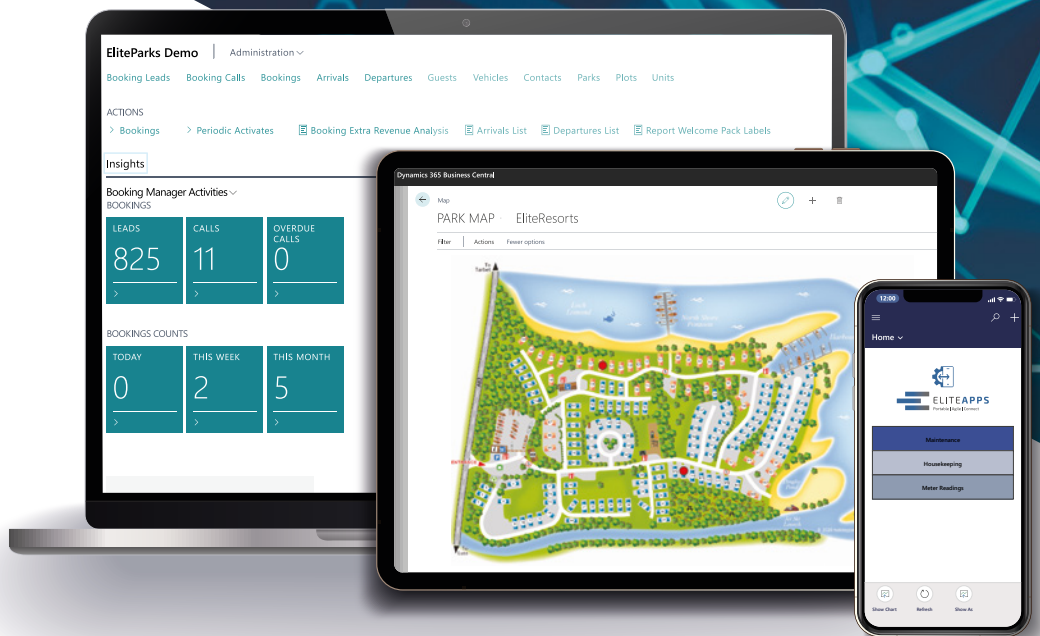
**ELITE DYNAMICS**

Skill | Knowledge | Desire

# **Advanced IT Business Solutions for the Holiday Park and Marina Industry**

**Built on and Powered by  
Microsoft Dynamics**

Gold  
**Microsoft Partner**



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# WELCOME

## The digital future of the holiday park industry.

Anyone who knows me will probably have heard me reference the Walt Disney phrase; *"Disneyland will never be completed. It will continue to grow as long as there is imagination left in this world."*

That's where we are.

Created to disrupt a market saturated by archaic technology and systems, our Elite solutions will never be completed as we are always challenging ourselves to improve both as individuals and the solutions we deliver. In just a short space of time we have established Elite Dynamics as being at the forefront of digitising the holiday park industry, backed by the latest Microsoft Dynamics 365 technology.

Holiday parks, leisure resorts, holiday home manufacturers, suppliers, marinas, and other subsectors of this fantastic industry, across the UK (and overseas), are awakening to the notion that there is an alternative solution to what has previously been 'the norm'. We're seeing more and more customers join us and we're immensely proud of the way we're able to give our customers the tools and applications they need to transform their business operations.

As long as you're an Elite Dynamics customer, you'll be at the forefront of technology, aligned with an organisation that knows the industry inside out. We're here to help you transform your business and your operations to drive efficiency. Throughout this brochure you'll learn more about our solutions and what they could bring to your business. Whenever you're ready to speak to us, flip over to the final page for our contact details. We look forward to meeting you.

**Jamaine Campbell, Managing Director**



# ABOUT US

Established in 2015 to kick-start a digital revolution throughout the industry, Elite Dynamics has created the most advanced, modern, and dynamic software solutions available on the market today.

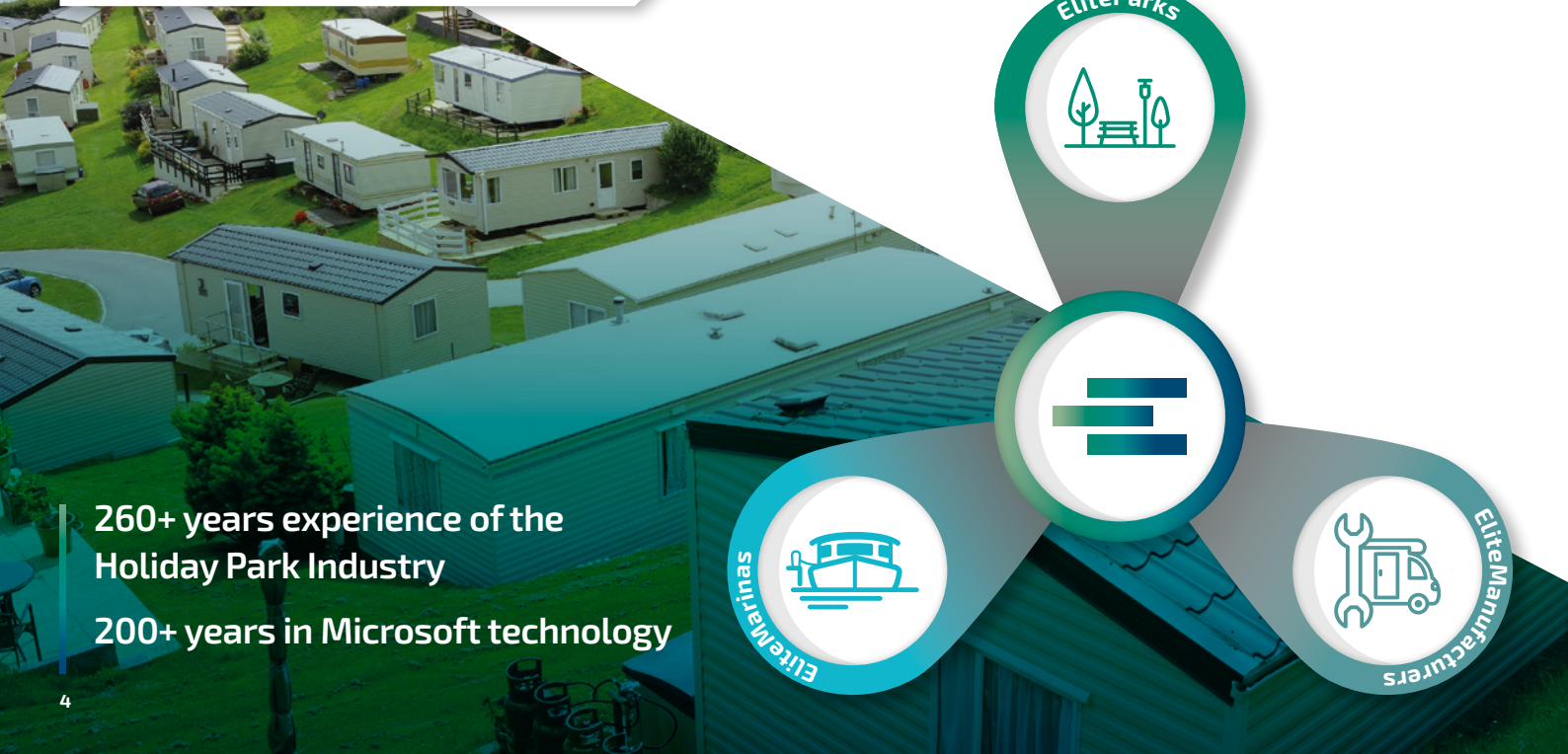
Built on and powered by Microsoft Dynamics 365, there is no one else in the industry delivering the level of comprehensive technology that Elite Dynamics is rapidly becoming known for, establishing our position as a market leader within less than five years of inception.

## OUR MISSION

Disrupt a market saturated by archaic technology and become the leading provider of Microsoft Dynamics based advanced management solutions for the holiday home and parks industry.

## OUR VISION

By adopting a digital first strategy, every park operator will have our world class Elite Dynamics technology solutions.



260+ years experience of the  
Holiday Park Industry

200+ years in Microsoft technology



# OUR PEOPLE

The Elite Dynamics team is driven by their knowledge and passion for the holiday park industry. Our team are empowered, trained, and trusted to grow and develop from both a technological and personal perspective. Elite by name and Elite by nature.

Since September 2020, the business has tripled in size, but the growth has not diluted the core values. A best-in-class company needs best in class people – not just at the top – but throughout every single layer of the organisation.

Elite Dynamics' team of consultants, developers, project managers, and business executives are highly skilled, highly qualified, highly motivated people, driven by their knowledge of and passion for the holiday park industry and the Microsoft suite of products.

Across the organisation, there is over 200 years' worth of combined experience working with the Microsoft eco-system and over 260 years combined experience of working within the holiday park industry. Our team boasts a suite of Microsoft accreditations and our investment in people ensures knowledge levels are continuously improving, supporting our business in maintaining the coveted Microsoft Gold Partner status.

## Collaboration makes us stronger

We've developed strong relationships with other like-minded businesses so we can deliver high value solutions to our customers.

Collaborating closely with leading technology specialists and providers, we establish strong long-term relationships to complement and enhance the existing platform so that we can deliver maximum value to our customers.





# ELITEPARKS

Control | Efficient | Mobile

## The most advanced holiday park management software on the market

Built on the Microsoft Dynamics 365 platform, EliteParks offers seamless integration with holiday park sales, operations and financial processes, which bring greater transparency and efficiency savings across your entire business.



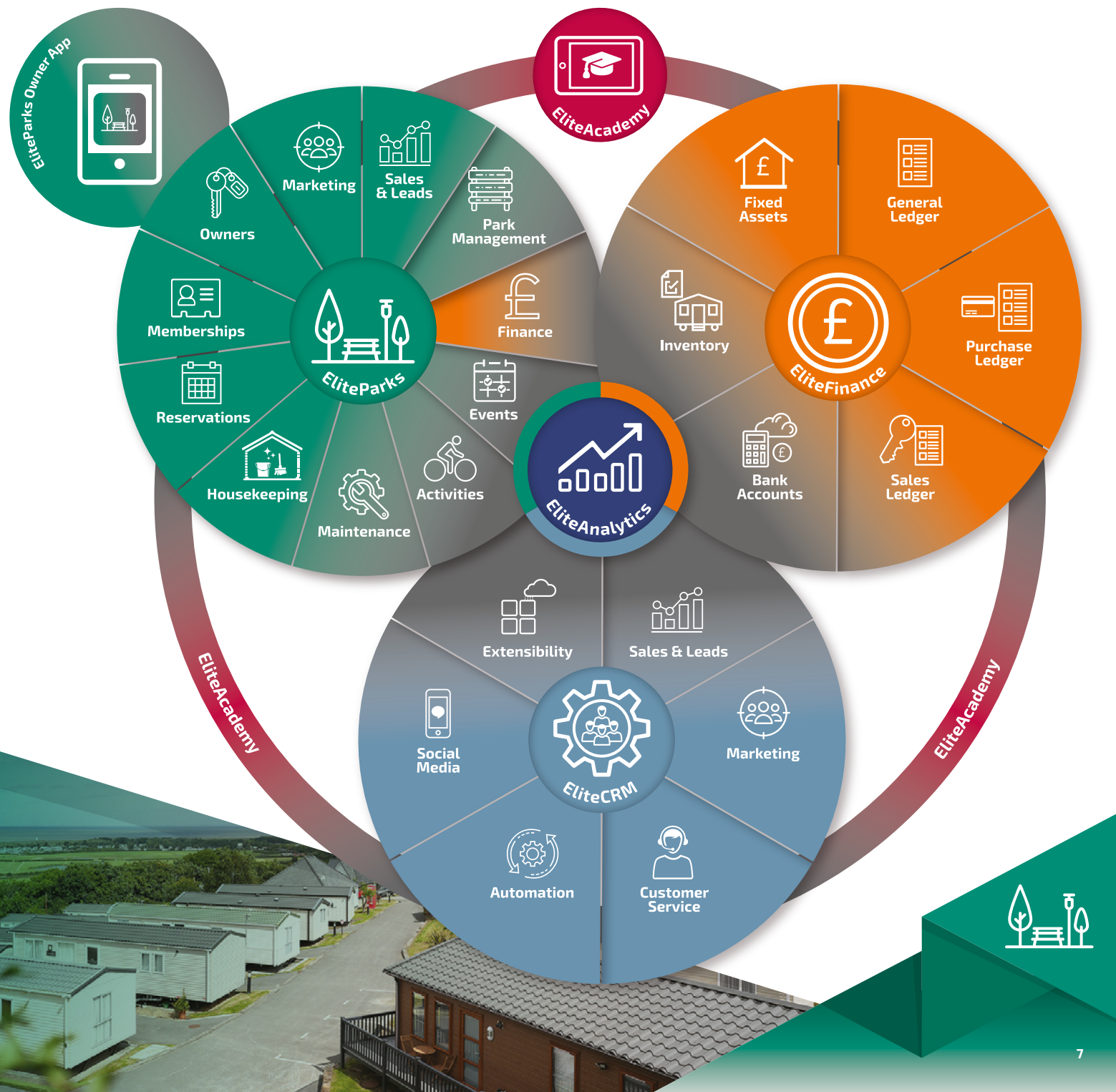
Any device. Any location



**Providing the functionality to control the management of your entire business – at any time, from any location, on any device.**

**Achieve greater transparency, efficiency and unity across your whole business.**

Automating processes and integrating business functions, EliteParks unifies and manages your business processes, lead management, sales management, reservations, on-park operations, memberships, activities, events, financial controls, and reporting – within a single integrated system.

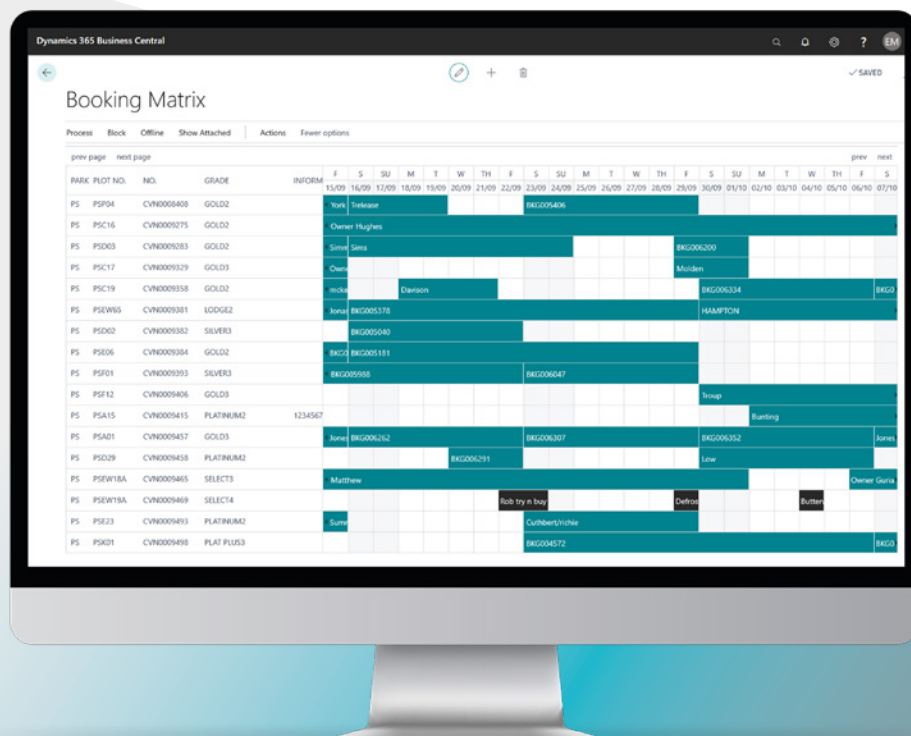


## The only advanced Marina management solution available with fully integrated financial management

Our fully integrated Marina management solution – EliteMarinas is designed to automate, unify, and manage all aspects of a Marinas' business; from lead & sales management to reservations, on-Marina operations, and financial controls. EliteMarinas is the only Marina management solution with a fully integrated accounts system, which is built on, and powered by, Microsoft Dynamics 365.

**Gain more control and transparency of your Marina than ever before.**

Designed exclusively for the Marina industry, EliteMarinas will meet the inter-departmental needs of your business. One single integrated solution will manage the sales, operational, and finance processes, connect to the holiday bookings website and berth holder portal, and integrate with leading Customer Relationship Management (CRM) and Marketing automation tools.









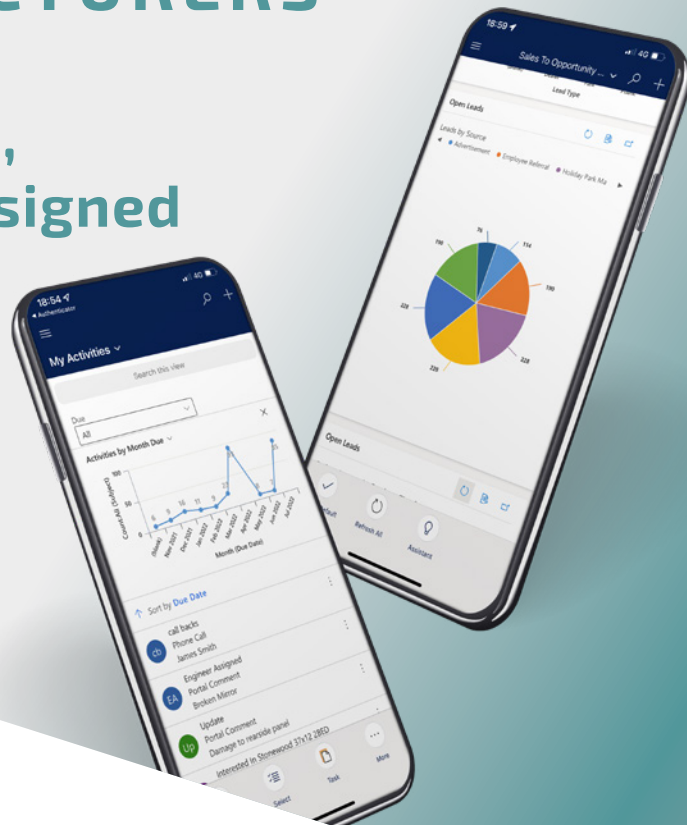
# ELITE MANUFACTURERS

Streamline | Optimise | Innovate

**One easy-to-use automated, fully integrated solution designed to support manufacturing growth and improve business efficiencies**

Built on the latest Microsoft Dynamics 365 technology, EliteManufacturers has been designed to improve supply chain management, simplify processes, maximise customer engagement, empower employees to work more efficiently and increase sales conversion, for maximum profitability. Transform your core operations and improve your customer's experience by guiding your sales team through the journey of prospect to established customer, and beyond.

**Improve your business performance from the shop floor to the bottom line.**



## BUILT ON



Microsoft Dynamics 365

**TECHNOLOGY**

EliteManufacturers is a fully scalable solution covering sales, marketing, customer service & field service, in one simple and easy-to-use solution. Gain rich insight and increased visibility into your business operations whilst streamlining your processes. With the flexibility to improve your operations across front office, manufacturing or assembly production, and customer service, EliteManufacturers can digitally transform your business whilst supporting business growth.



# WHY CHOOSE ELITE DYNAMICS?

## Supporting the holiday parks & leisure home industry since 2015

When it comes to choosing Elite Dynamics as a partner to support your business, who better to hear from than our many satisfied customers? In 2022 we met with Drew Campbell, Group Operations Director at Darwin Escapes, to learn about what led to their decision to choose Elite Dynamics as their strategic IT partner.



&

darwin  
escapes

### Jamaine Campbell

*Did you look at any alternative solutions before knocking on our door?*

### Drew Campbell

*Yes, we already had two solutions that we run in some of our other resorts. Those solutions, we felt, had to be altered so much to suit our business. But what we end up with is a system that's not 100% what we really need.*

### Jamaine Campbell

*Do you feel that the Elite solution will be able to satisfy the requirement for your revenue streams with one system or do you think you still need some peripheral system?*

### Drew Campbell

*I'd like to think we'll grow with Elite and anything that isn't covered by Elite currently, we'll work with Elite to get it. That's my vision, I suppose, is that we have one system across our group rather than multiple systems.*

Claire Lloyd, Head of Finance at Darwin Escapes, added:

*We chose Elite for several reasons but ultimately, we recognise they provide the leading UK based IT solution for the holiday park industry. EliteParks with its enhanced functionality has the flexibility to manage all our business processes and activities in one system.*

To watch the full conversation between Jamaine and Drew and read more about why Darwin Escapes chose Elite Dynamics, visit:

[elitedynamics.co.uk/darwin-escapes](https://elitedynamics.co.uk/darwin-escapes)





# Pemberton & Park Leisure Homes Case Study

## How Elite Dynamics became Pemberton's IT Solution Provider

Wigan-based Pemberton Park & Leisure Homes became the first manufacturer to implement the new EliteManufacturers product. Using cloud-based, mobile-enabled software powered by the latest Microsoft Dynamics 365 technology, Pemberton staff across all areas of the business now have real time access to customer aftersales analysis, real time reporting information and real time engineer job allocation while they're out in the field. In addition, EliteManufacturers gives Pemberton's holiday park customers access to their own personalised portal to manage aftersales.

Tom Foster, IT Manager at Pemberton Park & Leisure Homes, said:



*Being in the industry, we were already aware of the services Elite Dynamics provided to holiday parks. So, when they were launching specific products for manufacturers, we wanted to be first to find out more.*

*The biggest pull for us is being able to manage and automate our aftersales service. By moving away from paper-based systems to bring everything together in one portal for internal teams, engineers, and customers, we are improving processes and really delivering on customer service. Added to that is the wealth of data the software provides to enable us to analyse and report on our performance at any time. So, if we want to know how long it took to close a specific case or to get an engineer out, the information is instantly available.*



Jamaine Campbell, MD at Elite Dynamics, said:



*To be working with a holiday home manufacturer, like Pemberton, is the next piece of the jigsaw for us. So, we're excited to see how our solutions can help all areas of the industry come together, to deliver an all-round first-class service.*



Read more about Pemberton's experience with Elite Dynamics on our website at:

[elitedynamics.co.uk/pemberton](https://elitedynamics.co.uk/pemberton)



# WHAT OUR CUSTOMERS HAVE TO SAY ABOUT US

“ The one thing I've always felt with the Elite Dynamics team is that they make you feel as if you're their only customer. That's a great thing. They're UK based and always get back to you with the response you need. Likewise, if something doesn't fit the way we operate, we know they'll always find a solution for us. ”



Thomas Scarrott  
Vale Holiday Parks



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“ We moved away from lots of disjointed systems that different departments were using that were hard to query for accuracy. An all-in-one, fully integrated system is a definite benefit - one system provides one version of the truth. ”



David Goldsmith  
Shorefield



©Copyright Shorefield Holidays Ltd

“ Our integration with Hoseasons is seamless and bookings can be seen in real time. Reporting is easy too, with clear dashboards showing booking and sales leads, the steps taken to close a deal and all invoices. It also offers us the ability to send site license agreements to customers to e-sign in seconds. ”



Calum Gray  
Lady's Mile Holiday Park



©Copyright Lady's Mile Holiday Park



darwin escapes



N. IRELAND

BELFAST

SCOTLAND

EDINBURGH

WALES

CARDIFF

ENGLAND

LONDON



Any device. Any location





# ELITE DYNAMICS

Skill | Knowledge | Desire

## Get in touch

Speak to us today regarding our fully integrated tailored IT business solutions for the holiday park, marina and manufacturing sector.

Whether you're looking for a no-obligation quick price illustration, more solution information or to book in a demo, get in touch with us today.

Gold  
Microsoft Partner



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