



**ELITE DYNAMICS**

Skill | Knowledge | Desire

# Advanced IT Solutions for the Holiday Home and Park Industry

Built on and Powered by  
Microsoft Dynamics

Gold  
Microsoft Partner





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# Welcome

## The digital future for 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.

Our Elite solutions will never be complete whilst we as a forward-thinking company, and as a team of passionate, experienced, highly skilled professionals, are always challenging ourselves.

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 arguably the largest IT partner in the world – Microsoft. Our flagship solution, EliteParks, is the most advanced holiday park management solution on the market. It's the only solution specifically designed for the holiday park industry with a fully integrated finance system, and it's the only solution specifically designed for the holiday park industry that is endorsed by Microsoft.

Holiday parks, leisure resorts, holiday home manufacturers and suppliers all over the UK (and overseas) are awakening to the notion that there is an alternative solution to what has previously been 'the norm' in this industry. 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 operations. We're providing more than park management software.

We're providing business solutions, and those solutions will lay the foundation you need to build your business.

As long as you're an Elite Dynamics customer, you'll be at the forefront of technology. Let me assure you, there's no better sales, operational, or finance solution in this industry. Our whole integration platform is the next level in terms of business transformation, and digitising, streamlining, and maximising opportunities. But most importantly, as a company we won't take any shortcuts. We won't back down on quality. We won't accept mediocrity. We're on a journey with our customers and we're as excited as you to see where it takes us.

**Jamaine Campbell, Managing Director**





# About Elite Dynamics

Elite Dynamics was established in 2015 to kick-start a digital revolution within the holiday park industry. We've introduced a new range of modern, dynamic software solutions into what was once a market saturated by restrictive, archaic technology and systems. We're leading the way with our range of intelligent IT solutions, which have been specifically designed for the holiday park industry, to make things easier for you, increase your overall efficiency; and improve your bottom line.

Our solutions are used by more than 200 holiday and residential parks of all sizes across the UK and North America, and together with our combined 100+ years' worth of industry experience, we have transformed their operations. Our software solutions can be configured to any parks' needs and all at a competitive price.

Our award-winning Elite software solutions have been created with the support of key operators in the holiday park industry and are accredited by, built on, and powered by Microsoft Dynamics technology; giving total confidence and peace of mind.

We believe our Elite solutions are the most advanced park management systems available on the market today, and have been specifically and meticulously designed to support you in all aspects of your operations. From sales and leads, reservations, park and financial management, through to enhancing Customer Relationship Management (CRM) with owners and holidaymakers, everything we do is aimed at encouraging long-lasting, successful relationships.

Our range of APIs provide integration to key OTAs, Online Booking Portals, Owner Portals, integration to insurance platforms and many more industry specific partners; giving you the opportunity to increase efficiency within all departments of your holiday park operation.

Our one-stop software solutions are wholly dedicated to making your operations more efficient. As the park industry continues to evolve and digitise, you need a forward-thinking company on your side to give you that competitive edge.

## MISSION

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



## VISION

"To pioneer the digital transformation of the global holiday park industry through delivering trusted products and services, ensuring every customer feels exceptional, and becoming the #1 IT provider of the industry's most advanced management solutions."





## Benefits of Elite Dynamics software solutions

For small and medium-sized Holiday Park Industry Operators

You only pay for what you really need



You can tailor each product to your business needs



You can integrate it with Office365 and other credible Microsoft products and apps



Our systems can grow with your business



You will no longer have costly infrastructure bills to pay





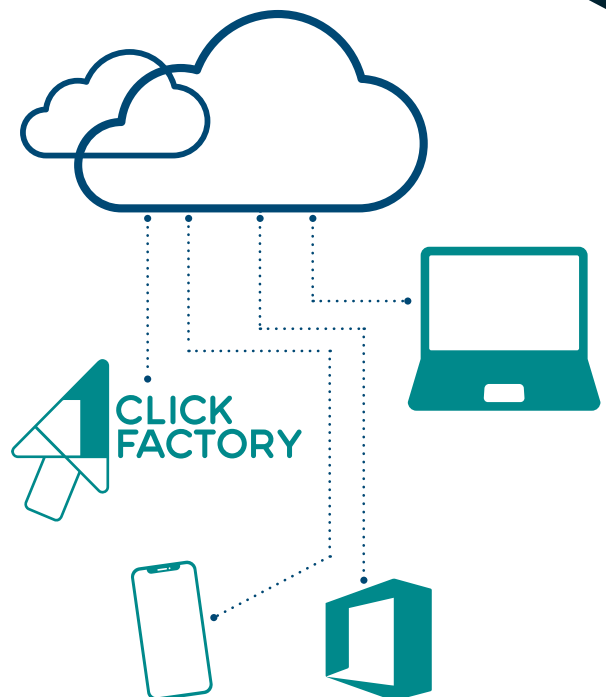
# Strategic direction

## The Power Play

Elite Dynamics solutions are available both on premise and as cloud-based systems accessible over the internet. Our SaaS model (Software as a Service) means you have full access to your software on-demand, removing any limitations and additional costs of hardware, security, availability, and system resources. It's a painless, seamless, secure way to run your holiday park operation, whether you're a multi-park or single park operator.

Running a SaaS model means Elite Dynamics customers have instant access to the very latest Microsoft subscriptions and the most up to date functionality on the Power Platform when it becomes available. As Microsoft provides more integration between the traditional standalone ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) applications, our EliteParks solution will have complete seamless real time integration to EliteCRM. We've developed EliteParks to benefit from the growing Microsoft AppSource where third party add-ons are available on the feature rich power platform.

CLOUD



# ON-PREMISE



On Premise  
(On Prem)

1 Click Factory  
(1 Click)

Office 365  
(SaaS)

"We strive to give our customers access to the latest technology, improve functionality, customise both the user experience and customer journey, and guarantee seamless, efficient integration with our Microsoft Dynamics-based solutions for park operators."

JAMAINE CAMPBELL, MANAGING DIRECTOR



# Our solutions

## Holiday parks

Fully integrated, dynamic all-in-one park management solutions.

Developed for single or multi-park operators alike, we offer a range of dynamic park management solutions, powered by the latest Microsoft Dynamics technology. Which solution you choose depends on the size and overall business objectives of your holiday park operation and our experienced, friendly team will be there to help and advise every step of the way. We offer everything you need to improve the efficiency of your park's processes to help aid future growth across all departments of your business.

### ELITE ACADEMY

Learn | Develop | Succeed

Unique blended training and support programme for Elite customers.

### ELITE FINANCE

Streamline | Analyse | Measure

The next generation of accounting and business management software for holiday parks. Available as a standalone solution, or fully integrated with an existing park management system.



A mobile app that enables you to connect better with your owners, build loyalty and increase customer satisfaction.

### ELITE PARKS

Control | Efficient | Mobile

The award-winning single platform, fully integrated park management solution designed to automate, unify, and manage all aspects of a holiday park business; from sales & lead management to reservations, on-park operations, and financial controls. Unique in the marketplace as the only holiday park management solution with a fully integrated finance system, which is also endorsed by Microsoft.



### ELITE CRM

Automate | Engage | Respond

A fully integrated customer relationship management solution to boost sales, automate processes, and improve the customer experience.

### ELITE ANALYTICS

Create | Visualise | Respond

Bring data to life with our powerful cloud based business intelligence tool, which connects and protects sources of data into coherent, visually immersive, and interactive insights.



# Holiday home Manufacturers and suppliers

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

As the go-to provider of software solutions across the entire holiday park industry, we also have a range of intelligent and dynamic management solutions to boost efficiency and manage production for holiday home manufacturers and suppliers. Powered by the latest Microsoft Dynamics technology, the advanced suite of Finance and CRM solutions have been designed to improve the way you work; with supply chain, customer and financial details accessed from anywhere, at any time, and on any device. Benefit from rich insight into business operations, increased visibility, streamlined business processing, and greater flexibility to improve the way you operate across front office, production, and customer service. Our Elite suite of products for manufacturers and suppliers will digitally transform your business, support future growth, and ensure you stay at the forefront of all future change and growth in the sector.



**For Manufacturers**

Unique blended training and support programme for Elite customers.



**For Manufacturers**

Fully integrated accounting and business management solution. The next generation of accounting helps you achieve full control of your finances giving you a complete picture of your business.



**For Manufacturers**

An industry focused CRM system developed to help manufacturers drive sales of holiday homes; automate processes; and enhance and manage relationships with holiday park customers, distributors, and direct customers.



**For Manufacturers**

Bring data to life with our powerful cloud-based business intelligence tool, which connects and protects sources of data, transforming them into coherent, visually immersive, and interactive insights.



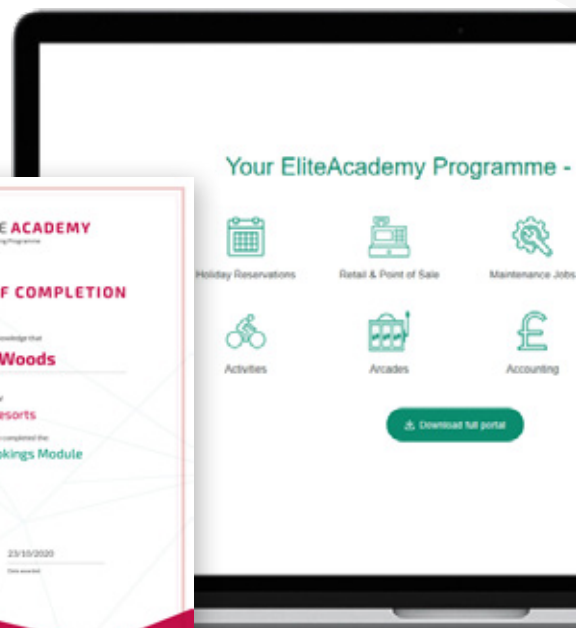


# EliteAcademy

Unique blended training and support platform for Elite customers.

EliteAcademy is a fully digitised comprehensive online training, coaching, and mentoring programme for holiday parks, manufacturers, and suppliers. Accessed from home, in the office, on-site, or on the move, the digitised platform can be used as often as required and at an employee's own pace and personal training style preference.

Whether your staff respond best to classroom-based teaching or practical, interactive learning, the platform has been designed to transform your businesses' training needs and ease internal training pressure, particularly at key seasonal periods when staff turnover and employee churn is at its highest. Bespoke training programmes and accredited modules will ensure your employees are fully competent in using our Elite Dynamics product range as well as adapting the platform to support your own in-house training and development.



# Customer support

A passionate team of industry specialists making every customer feel exceptional.

We're Elite by name and Elite by nature. Everything we do is always to the very best of our abilities and we pride ourselves on our strong reputation of doing business in a very professional and friendly way.

Our team of consultants, developers, and project managers are driven by their knowledge of, and passion for, the holiday park industry. We understand the industry because many of our employees have worked in it themselves! As an end user, we've been on your side of the fence, so all of our innovative software solutions and product enhancements

are developed in partnership with our customers, helping us set the standard for company-wide integrated business solutions. We take a consultative approach to what we do by speaking to people inside and outside the industry, from the BH&HPA to OTAs, to understand the next challenge and deliver solutions to best support the industry.

We're all in this together and our experienced, friendly team will be with you every step of the way; from your initial enquiry through a full 360 to ongoing customer training. Join us!



Our team of consultants, developers, and project managers are driven by their knowledge of, and passion for, the holiday park industry.

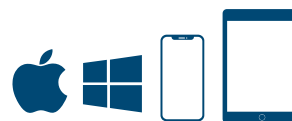




# Mobility

Manage your business whilst on the move.

Totally mobile solutions - smartphone, tablet or desktop friendly.  
Allow technology to support your team, wherever they are.



**Any device. Any location.**

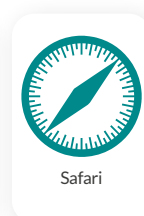
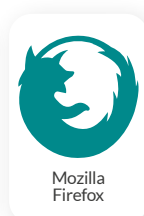
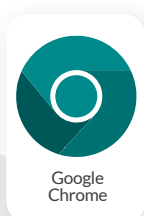


## Windows PC or laptop

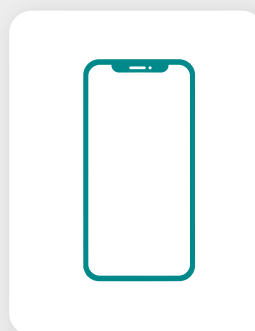
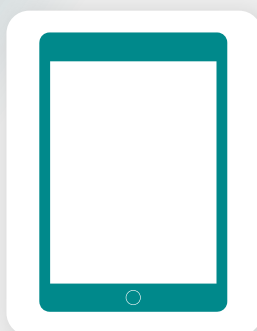
Windows 10 or greater



## A range of web browsers



## Tablet and mobile





**Business solutions developed for the holiday park industry, by a team of highly passionate and experienced professionals, delivering an Elite service end to end.**

## Q&As

### **Do I still need my existing finance package?**

EliteParks is the only solution on the market with a fully integrated accredited accounts package. That's one of the key functions that sets us apart from our competitors and you can have the option to replace your existing accounts package with EliteParks to create maximum efficiency and return. However if for any reason you're not ready to upgrade your existing accounts package, we can provide a link between EliteParks and your finance system.

### **Does EliteParks allow for online bookings and owner payments?**

Yes. We have 'out of the box' APIs for both Bookings and Owners, which allows for any third party website integration with EliteParks.

### **What devices can Elite Dynamics management solutions be used on?**

All Elite Dynamics industry solutions can be accessed on a PC or laptop via a web browser, or on a tablet or mobile device. All you need is an internet connection and EliteParks can be accessed securely from any location at any time.

### **Are Elite Dynamics software solutions available from the Cloud?**

Yes. We can provide a SaaS solution with cloud deployment or our solutions can be loaded onto an in-house server. We would discuss both options with you at initial consultation stage and help you decide which best suits your current infrastructure, and which would be most cost-effective to your business.

### **Do you have a portal where owners can log in and pay invoices?**

Yes. We have two options for owners managing their account. The first is our Owners API, which will provide your digital agency with the functionality to connect your website directly to EliteParks. The second is via our EliteParks Owners app, which enables you to automate invoicing to your owners, notifies them when payments are due and allows payments to be processed.

### **Can we integrate EliteParks with our website and online booking portal?**

Yes. The EliteParks solution comes with fully functional APIs to link to your own website or to third party booking agents. Additionally, you have the option of using the 'out of the box' online booking portal that can be embedded into your parks website.

### **Our business runs fully on Office365, is this something we will be able to use with Elite Dynamics' solutions?**

Yes. EliteParks is built on and accredited for Microsoft Dynamics 365 so allows for complete integration of Microsoft Office 365, giving you full control of your entire business operation.

**Find more answers to common questions at [www.elitedynamics.co.uk/faqs](http://www.elitedynamics.co.uk/faqs)**





# Our customers

Elite Dynamics has fast become a trusted provider of park management solutions and industry focused systems, with over 200 UK & international parks using our solutions:

"I was really impressed with Jamaïne and the team and it was an added bonus to see that the solution they were proposing – EliteFinance – offered quite a lot more functionality in terms of reporting, along with the ability to add better processes and controls in the business. It was just more dynamic and straight away we were seeing time and cost savings using EliteFinance."

RYAN JOHNSON, HEAD OF FINANCE



"It was clear to us that Elite Dynamics were the best out there for software solutions as they're continually improving things. They've created bespoke management solutions for us and the fact that they've even been able to find a solution is part of the reason we chose them. It's the flexible approach where a lot of others would have shirked away and told us that it didn't fit or it couldn't be done. Added to that, I genuinely think we'll see an increase of 15-20 per cent in direct bookings purely from an enhanced user and customer journey."

RED PAXTON, DIRECTOR



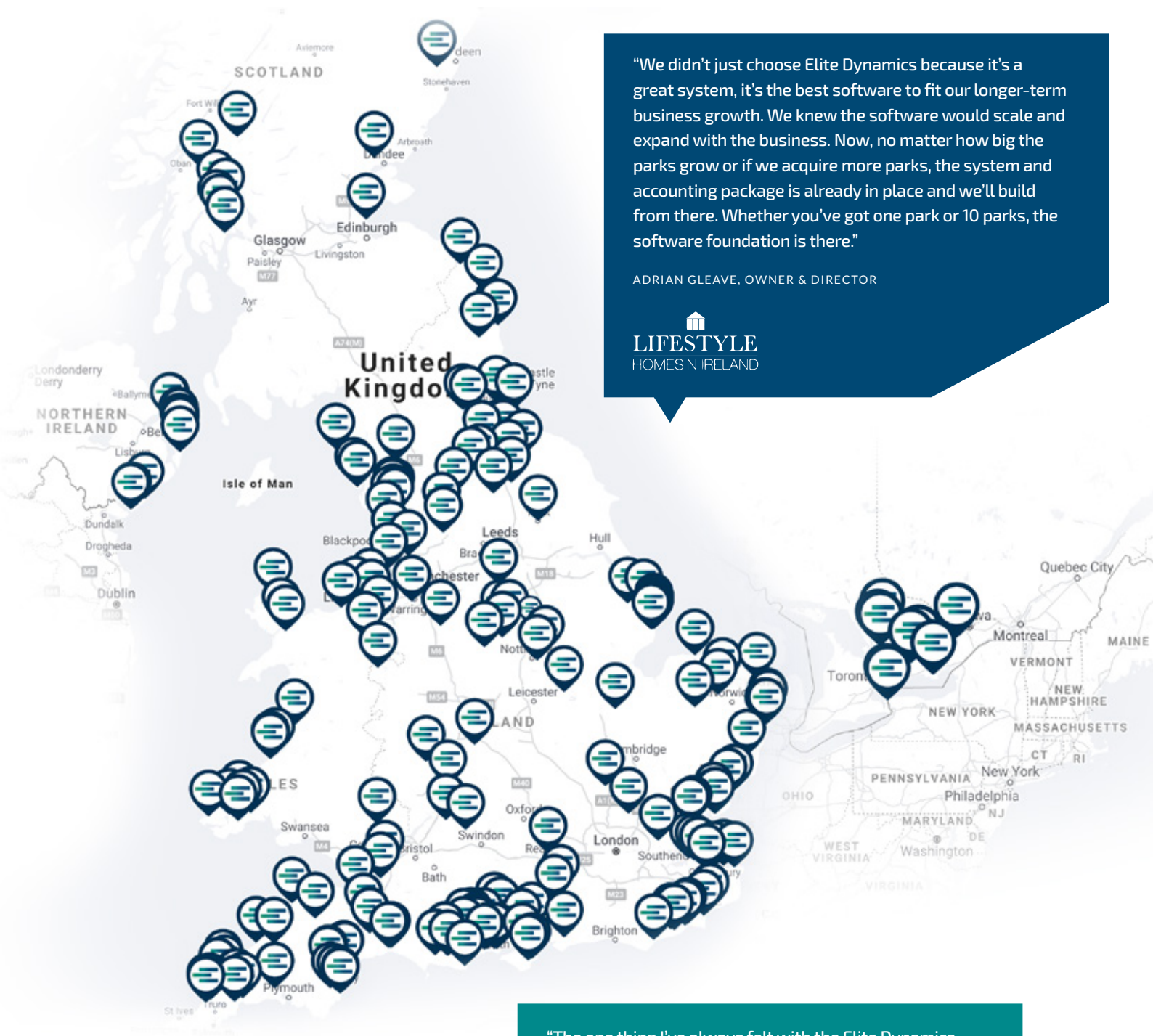
"We always wanted to be a company that used technology as much as possible to take us where we wanted to go. That's why Elite Dynamics are such a good fit for us. Unlike some of their competitors, it was clear from initial meetings that they not only fully knew the industry and its challenges, they also had empathy and a complete understanding of what we were trying to achieve. They get us. And we can't stress how important that is."

SAM WALL, DIRECTOR



COPPERGREEN  
LEISURE RESORTS





"We didn't just choose Elite Dynamics because it's a great system, it's the best software to fit our longer-term business growth. We knew the software would scale and expand with the business. Now, no matter how big the parks grow or if we acquire more parks, the system and accounting package is already in place and we'll build from there. Whether you've got one park or 10 parks, the software foundation is there."

ADRIAN GLEAVE, OWNER & DIRECTOR

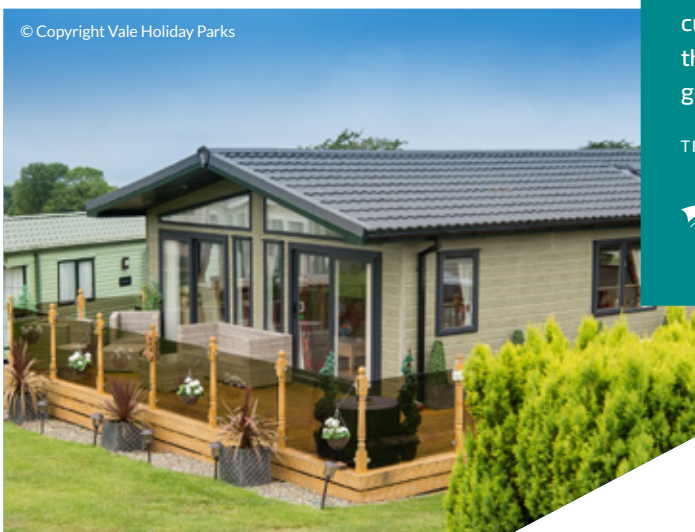
  
LIFESTYLE  
HOMES N IRELAND

"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. I know they've got other customers & other projects on the go, but you can contact them pretty much anytime you want, and they will always get back to you and always with the response you need."

THOMAS SCARROTT, DIRECTOR



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Find out more about which parks are  
using the Elite Dynamics solutions at  
[www.elitedynamics.co.uk/customers](http://www.elitedynamics.co.uk/customers)

"We were looking to take the next step with a software system that was more comprehensive in its look and feel. I think this has become an integral part of running a successful business and I don't see how we could run it otherwise. We're enhancing our customer journey and looking after our customers in a meaningful and productive way."

GEOFF CHESTNUTT, DIRECTOR



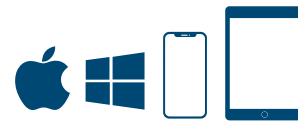
"The training was delivered in concise yet comprehensive chunks, which were easy to absorb with a clear, logical, and effective structure. Their experienced team have obviously put a lot of expertise and thought into creating the solutions."

CARLIE WOODS, SENIOR MANAGER



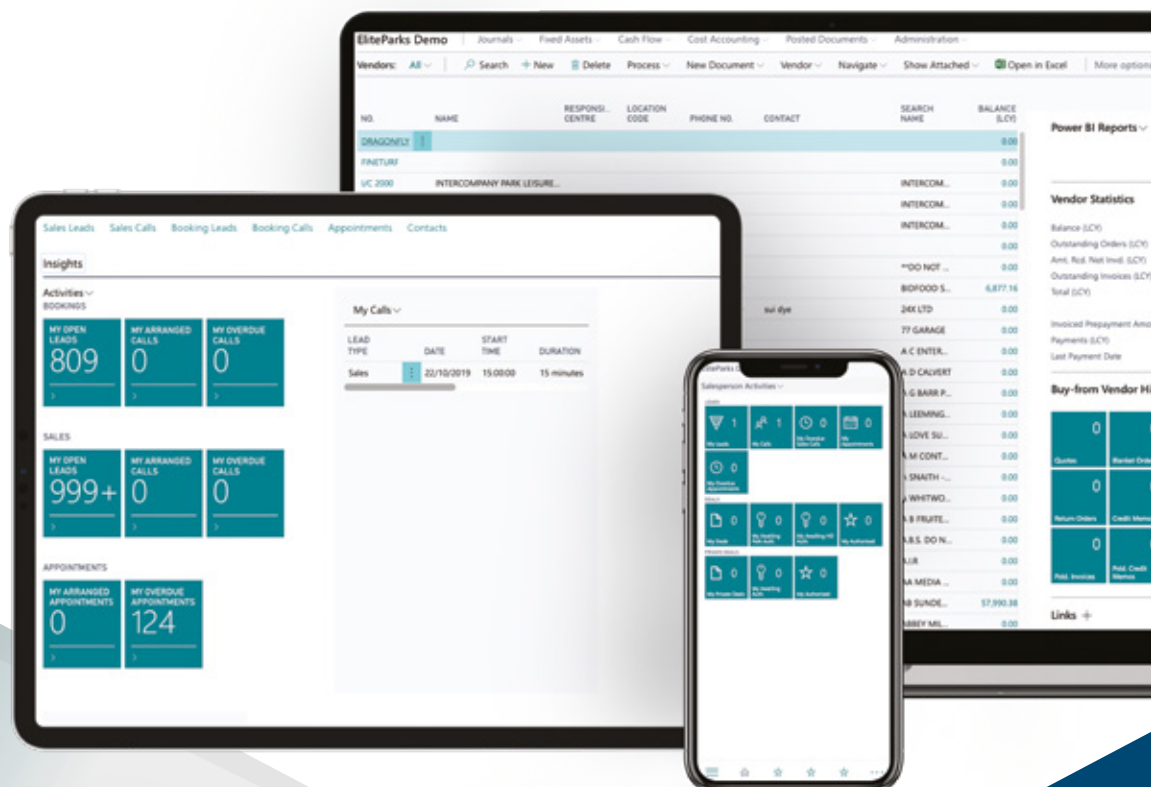
# Looking to migrate to Elite Dynamics?

Are you already with another holiday park management provider and considering switching? No problem! Our highly professional, experienced team will work with you to deliver a seamless, painless transfer. Yes, it won't happen overnight and it will take commitment on both sides, but we have supported many holiday parks of all sizes in their successful transition to Elite Dynamics software solutions. Trust us, it's really not as stressful as you might think, and more importantly, the benefits can be much bigger than you had ever expected. We'll agree a project plan with timescales to suit your individual situation and when it's time for your data to be transferred, we'll have everything in place to make sure the transition is smooth and without any business interruption. We'll be with you every step of the way to provide advice, comprehensive training, and ongoing support. Come and join us!



**Any device. Any location.**

We offer 'no obligation' demonstrations and consultations to show how we can help increase efficiency and achieve greater transparency and analysis across your business.





# Our partners & affiliates

In addition to our core Elite Dynamics software solutions, we can also offer additional products that enhance the core competencies of our product range. Collaborating closely with leading technology specialists and providers, we establish strong long-term relationships to complement the existing platform and deliver maximum value to our customers.









# ELITE DYNAMICS

Skill | Knowledge | Desire

## Get in touch

If you are a holiday park industry operator looking for a consulting partner with in-depth knowledge of the industry, unwavering passion, and a wealth of Microsoft experience, then get in touch to chat about how our solutions could work for you.

We offer 'no obligation' demonstrations and consultations to show how we can help increase efficiency and achieve greater transparency and analysis across your business. We look forward to hearing from you.

Gold  
Microsoft Partner



info@elitedynamics.co.uk | +44 (0)161 641 8926

[www.elitedynamics.co.uk](http://www.elitedynamics.co.uk)