



Ahead in the clouds

Time Pursuit at the forefront of web based leisure booking

Open Frontiers is leading the charge in the leisure industry by being the only UK based company utilising the 'cloud computing' model to underpin Time Pursuit; its cutting edge booking, ticketing and customer management software.

'Cloud computing' may sound fluffy but put simply, it is a general term for the delivery of hosted services over the internet in real time. Time Pursuit is delivered through the 'Software-as-a-Service' (SaaS) model and customers need no more than a PC and reliable internet access to use it. Incidentally, the name 'cloud computing' was inspired by the cloud symbol that's often used to represent the internet.

By deploying Time Pursuit this way, leisure operators avoid fixed licensing or hardware costs and because usage is as elastic as a business, costs can be aligned to the size of the enterprise using it. Fully managed by Open Frontiers, integration is rapid and avoids unnecessary disruption. It's also helpful to know that leisure operators have the flexibility to use the system from anywhere, since Open Frontiers hosts both Time Pursuit and its associated data.

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Time Pursuit was originally developed for the highly successful forest adventure company Go Ape. The enterprise booking, ticketing and customer management system has processed more than £50million of business for this 26 site company. As a tried and trusted, integrated multi-channel booking system, it is ready to serve new concept attractions, as well as big business multi-site enterprises that attract millions of visitors every year.

Its real time availability through the web means that customers benefit from 'up-to-the-minute' technology that is quick and easy to access. At its core, the system sells time allocated activities and gate admissions to the online

customer, but as a broader system it will comprehensively integrate the whole sales process. Time Pursuit will manage member benefit schemes, integrate with CRM solutions, speed up transaction times with Web-2-Till, and reduce queues with our EPoS touchscreens and barcode-scanned entry. The system has the capacity to adapt to any leisure industry requirement.

Managing Director of Open Frontiers, Oliver Wigdahl says, *"For us it is totally logical. Cloud computing allows us to offer our customers a flexible solution that is quick and easy to integrate with transparent and scalable pay-as-you-play pricing. Since the system is continually updated, our customers can take advantage of the integration we do with the latest technological advancements, as they happen."*

In choosing to sell Time Pursuit this way, Open Frontiers has its feet firmly on the ground. It makes sound commercial sense for leisure operators both in financial terms and technologically. This 'virtualised solution' makes long term sense, delivering a versatile growth tool that can adapt to the changing demands that come with rapid success.

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www.openfrontiers.co.uk

Notes to Editors

- Open Frontiers offers a white labelling facility enabling customers to make the booking system on-brand
- Time Pursuit is implemented at the Sunday Times fast track 100 forest adventure company, Go Ape operating in the UK across 26 sites. The system has processed over 2 million customers.
- Another company utilising Time Pursuit is children's adventure company BeWILDerwood, winner of the coveted Themed Entertainment Association (TEA) global award for best budget theme park
- Time Pursuit is currently used in study projects at Cambridge University, Judge Business School and the University of East Anglia Business School

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