



**RECREATEX SOFTWARE  
FOR PROFESSIONAL LEISURE  
MANAGEMENT**

**Syx Automations**  
Solutions You Xpect



# RECREATEX SOFTWARE FOR PROFESSIONAL LEISURE MANAGEMENT

Syx Automations is widely recognised as a market leader in the provision of automated software to sports and leisure centres. Indeed, our ReCreateX software has been specifically built with sports and leisure facilities in mind and the integrated platform allows the efficient management of the entire operation. From the processing of ticket sales, membership management, gym or swimming lessons, booking of badminton courts to the provision of access control gates and turnstiles, ReCreateX is your solution. The software also includes bespoke modules for POS, retail sales, catering, facility bookings, invoicing, CRM, mailing and more.

ReCreateX stands as a **flexible and user-friendly software platform** which is proven to enhance operations at some of the world's leading leisure facilities. Syx Automations works closely with our international clients offering superior technology and fully customisable software aligned to each individual organisation's specific needs.

ReCreateX is suitable for use within both small and large-scale projects and can support an unlimited number of users at once, with all information delivered in 'real time'. Moreover, the ReCreateX platform – which can be installed as a client/server application or as a hosted solution – ensures fast, accurate processing of millions of visitors each year, and since it is **designed using the latest technologies** (Microsoft .NET 4.0 platform, SQL Server databases, web services,...), the ReCreateX software is incredibly powerful.

**Integration** is a key feature of the ReCreateX software and it connects to many pre-existing financial and operational packages. All ReCreateX data can be exported to Word, Excel and PDF and all lists and documentation contained within the system can be printed, faxed, e-mailed or exported for conversion. Similarly, all financial data can be exported to an unlimited number of applications through our existing interfaces.

## RECREATEX CAN BE INTEGRATED WITH

- MS Office
- Access control - turnstile barriers or gates
- Technology (building monitoring, camera surveillance etc.)
- All types of museum membership cards
- Self-service kiosks, Point of Sale Terminals, Point of Payment Terminals
- Over 100 external CRM, ERP and financial packages
- Direct Debit and BACS Applications
- Internet (web modules and online payments with print@home)
- Smartphones, scanners



"AT SYX AUTOMATIONS, WE EXPERIENCE MUTUAL FLEXIBILITY,  
INTEGRITY AND A PLEASANT COOPERATION."

*Bert Van Berkel, Application Manager  
at Sport & Leisure Centre Tilburg (the Netherlands)*



↑ Left: Course management • Middle: POS software • Right: Mobile membership

## POS SOFTWARE

At Syx Automations we understand the complexities involved in coordinating guests' visits each day and organising special events. Not only do operations themselves need to be carefully planned, it is paramount that ticket sales run flawlessly. All of this can be achieved using a single software package: ReCreateX. The ReCreateX system guarantees fast and accurate processing of high volumes of visitors and provides a clear and simplistic overview of all activities and bookings each day via the POS screen. Syx Automations can also supply the physical tickets and ticket printers.

The POS software is linked to access control and allows ticket sales, facility bookings, group bookings and activity registrations offering a complete automated system for sales and tracking of customer visits.

## DYNAMIC PRICING

With ReCreateX, dynamic pricing is possible. This is a pricing strategy where the operator may vary the price depending on the time of day or the date of visit. This helps site managers boost revenue and manage operations by knowing what attendance will be in advance. Syx Automations offers the ability to implement dynamic pricing to help you make the most of your revenue streams.

## ONLINE TICKETING

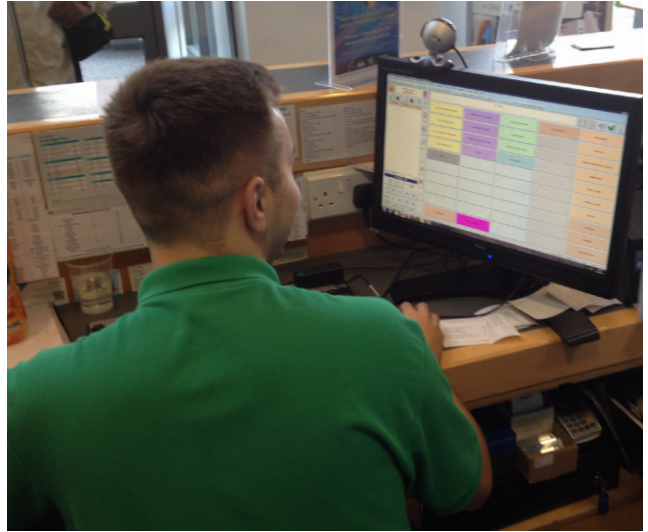
In order to support POS ticket sales, Syx Automations has developed an online ticketing module which allows your customers around the world to buy tickets from the comfort of their own homes. Using an integrated online payment provider, tickets can be paid for in a secure and safe environment and can then be downloaded for printing at home. We offer integrated provisions for gift aid functionality and promotional discounts and we also supply wireless barcode scanners on-site in order to verify entitlement to entry and to help prevent fraud.

## MOBILE TICKETING

Always at the forefront of new technological developments, Syx Automations has recently developed a mobile ticketing application which allows customers to download an entrance barcode to their mobile phone for rapid entry on-site. Mobile ticketing enables operators to increase revenue streams. Visitors can place orders, pay for and validate tickets from any location. Mobile tickets reduce the production and distribution costs connected with traditional paper-based ticketing channels and increase customer convenience by providing new and simple ways to purchase tickets. Syx enables operators to sell tickets through any mobile device whether it be through a website, iPad or mobile phone. On-site solutions include the use



↑ At Leisure Centre De Uithof (the Netherlands)



↑ At Coventry Sports Foundation (UK)

of tablets reducing queues and providing a way to install mobile selling points anywhere around the location.

## ONLINE BOOKINGS

In the online bookings module participants can register for their leisure centre activities online. Web services are available for all ReCreateX modules and allow external web developers to communicate with ReCreateX. In 2012, Syx Automations developed a brand-new, user-friendly and intuitive GUI (graphical user interface) on the basis of the already updated web services. The back office module is entirely linked to the internet site. The link is fully functional in order to avoid duplicate registrations. The webshop contains a queuing system allowing to buffer online website visitors. Dependent on the server capacity and bandwidth, the number of simultaneous website visitors on CMS level can be set up in house via the back office ReCreatex System.

With these technological advances, your customers can enrol for swimming lessons, make badminton court reservations and renew their gym memberships from the comfort and convenience of their own homes.

## MEMBERSHIP MODULE

The ReCreateX Membership module is ideal for managing membership databases across the organisation. Memberships can be integrated with physical access control devices such as turnstiles or hand-held scanners meaning that a client can enter

the site in a matter of seconds. This results in high customer satisfaction as visitors do not have to queue at the counter.

Wireless scanning of membership cards is possible with mobile PC devices and memberships can be purchased and renewed online. Customer memberships can be assigned to numerous different carriers including wristbands, key rings, cards, even a telephone chip. The technology is endless and available in different security levels. RCX, for example, is compatible with barcode applications, mifare, magnetic stripe cards and proximity technology.

Furthermore, with the development of online memberships, Syx Automations offer the ability to process and renew memberships online. Payments are made safely and securely through an online payment provider and we comply in full with the **ISO 27001:2005** standards and as such is certified to this standard.

## COURSE MANAGEMENT

The ReCreateX Course management tool has been developed in close collaboration with leisure industry experts in order to monitor students on swimming lessons or other activity courses in a very simplistic manner right from registration onto the waiting right through to the presentation of badges and certificates. During the course, detailed information such as attendance, achievement or medical information can be assigned against each participant.



In a recent innovation, Syx Automations has introduced the ReCreateX software in tablet form specifically for use by swimming instructors on poolside or sports and activity coaches. The swimming teacher can register attendance and record pupil achievement and progress from the side of the pool. Because everything is done in real time, through an integrated wireless network, the swimming teachers' administrative tasks are reduced to a minimum and the information is immediately visible in real time by receptionists or swimming coordinators on back office computers. Student attainment may also be viewed by parents, family or the students themselves as they log in using a personal user name and password in order to track their personal progress online.

The tablet can also be used to scan membership and lesson cards or as an extra mobile point of sale during busy swimming lesson rebooking periods or to take orders at the venues catering facilities.

## FITNESS MODULE

With the easy to navigate and customer-friendly menus in the fitness module, booking a fitness session becomes a fun and time-saving exercise. Are you maximising your income generating potential with clients subscribing to more than one session? Or are they tempted to try one of the other exciting classes offered on screen? The booking process allows customers to subscribe to multiple sessions and with an online interface customers have the option to confirm their attendance or to check their history as they take ownership of their fitness journey. With secure and PCI compliant payment options, including DD payments and BACS processing, our fitness module is a superb choice for added value and streamlined operations.

## INVENTORY MANAGEMENT

This tool allows leisure centre staff to create an inventory of any equipment this might include sports hall equipment or gym machinery. For each item ReCreateX will store details into fully customisable fields for efficient inventory management. The software module can be used in a similar way at leisure catering or retail outlets to maintain an inventory of items sold and stock remaining as well as the associated and integrated financial management.

## SELF-SERVICE KIOSKS & TICKET DISTRIBUTION →

Syx Automations offers clients a state-of-the-art kiosk range to stand alongside POS admissions in order to maximise customer experience at their venue. The self-service kiosk is connected to the ReCreateX database in real time through a network connection and is in effect a ticket vending machine which allows your customers to make a booking for a future date, confirm attendance on-site or pay an outstanding balance.



The network-based self-service kiosks always contain a built-in PC and an intuitive touch screen that allows the system to guide customers through the different steps of the sales process. The kiosks can be customised with your own branding and can be changed periodically to reflect local marketing campaigns.

The kiosks give customers complete control of their visitor journey and reduce queues at the reception. The devices also offer efficiency savings providing the ability to reduce reception staffing levels during quieter periods.

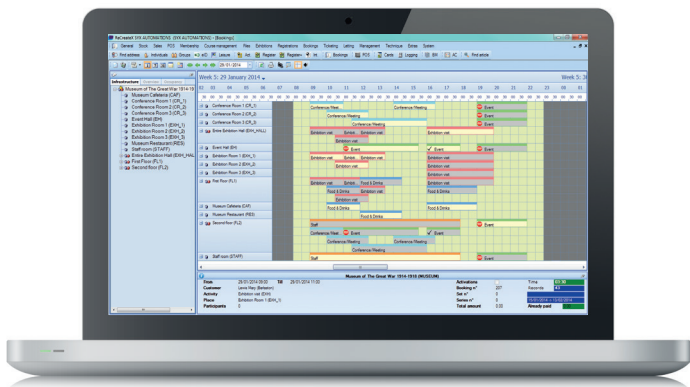
Self-service kiosks are fully integrated with international card payment systems and can be used for:

- Entry ticket and season ticket sales including car park tickets and receipts
- Ticket distribution
- Membership renewal
- Issue and redemption of vouchers
- Links with access control

## ACCESS CONTROL

Syx Automations provides sport and leisure facilities around the world with professional access control systems in order to ensure that millions of customers each year have an efficient and stress-free visitor journey whilst ensuring that venue security is tightly controlled. An interface between ReCreateX and each venue's turnstiles or gates allows for automatic visitor recognition and guarantees swift and safe access to all visitors.

Syx Automations offers a complete range of access control products. As well as the physical hardware such as the access turnstiles or gates, we supply numerous access carriers such as tickets, magnetic or RFID cards and wristbands. All of these can be branded with your organisation's own corporate insignia for personalisation and are delivered directly from our own factory meaning that you need only deal with one supplier.



## FACILITY BOOKINGS ↑

Because leisure centres often have locations that can be booked by third parties or can be used for internal meetings, Syx Automations has developed the facility bookings module. This module allows you to manage all of your bookings in a fast, efficient, coordinated and structured manner.

The graphic and dynamic planning board within the bookings module gives you a clear overview of occupancy. Bookings can easily be made, moved, copied or cancelled using “drag and drop” functionalities. The system checks for double bookings, invalid activities per room and always calculates the correct price based on pre-defined parameters.

Based on the four key parameters – who, what, where, and when – individual bookings or a series of bookings can be made with ease. The module contains integrations which allow you to e-mail internal staff to confirm reservations, e-mail external confirmations and invoices assigned to the booking and to schedule staff, equipment hire or catering requirements against the booking. Once programmed, the information links into the POS and will appear in real time at the front-of-house terminals. In addition access control and building management integrate seamlessly into this module.

## BUSINESS INTELLIGENCE & BIG DATA

Information is the key to efficient management, which is why our ReCreateX platform offers users an extensive suite of online reports with over 1000 fully customizable reports. Real time statistical information including reports on visitor numbers, exhibition booking numbers, details of group bookings, membership bookings and direct debit contracts is generated at the push of a button.

With all basic data including ticketing, POS, bookings etc. originating from a single central database, it is possible to generate multiple invoices from any chosen time period. In addition, invoices can be exported to numerous financial applications with ReCreateX currently interfacing with well in excess of 40 financial packages in order to manage customer finances and outstanding direct debits etc.

## CRM AND MARKETING APPLICATION

With the ReCreateX system, planning marketing promotions based on user intelligence has never been easier. The CRM module enables you to quickly and easily send out mailings by post or by e-mail to both your current member database as well as any potential new visitors. With our complex software, the key target audience can easily be filtered out and automatic mail merge campaigns can be set up within just a few keystrokes. In a similar way, automatic visitor booking confirmations, notices, reminders or event cancellations may be sent.

Syx Automations works with international clients empowering them to push the boundaries in terms of customer relationship management possibilities and leading to more efficient and professionally organised establishments.

## DIRECT DEBIT MANAGEMENT

Our Direct Debit tool enables you to create, configure and manage direct debits with regular intervals. The import and export capabilities allow you to submit and receive BACS files for accurate membership management. This tool gives you full control and up-to-date status information on all your membership schemes and payments.







## ABOUT SYX AUTOMATIONS

Syx Automations, with headquarters in Ypres (BE) and offices in Nijkerk (NL) and London (UK), is active in the field of software and automation solutions for the leisure market.

For more than 25 years, Syx Automations has been a valued ICT company with over 80 professional employees. Innovative software development by the subsidiary SyDelSoft® and continuous customer awareness lead to progressive solutions aimed at the leisure market. Syx Automations focuses on total projects based on the ReCreateX software platform, developed in-house for public recreation services, swimming pools, museums, theatres, zoos and recreation parks. Other core competences of Syx Automations include IT services, access control systems and our own building management system.

### QUALITY ACCREDITATION

In Syx Automations you can rest assured that you are choosing a partner renowned for its quality by the global leisure industry. Syx Automations has close partnerships with international ICT organisations and has obtained many certifications including:



### PROVEN EXPERIENCE AND TRACK RECORD

Syx Automations has a proven track record of successfully implementing projects in a variety of sizes and complexities. Our team will manage the installation with efficiency and consistency providing a high level of service throughout the implementation. For each project a project consultant will be assigned to manage the entire project from inception to roll-out and aftercare ensuring the highest standards. Syx Automations has specialised, highly qualified PRINCE 2 certified project managers that assist and support you, both on technical and software issues.

### ON-SITE TRAINING

Syx Automations includes a ReCreateX training package for all our operators. We will spend time on-site delivering customised sessions in order to ensure that all employees are quickly trained taking advantage of all that ReCreateX has to offer.

### SUPERIOR SUPPORT

At Syx Automations we pride ourselves on the quality of our ongoing customer support and as an ISO 9001:2008 certified practitioner we have stringent customer service protocols and escalation policies in place.

Syx Automations has a dedicated customer service centre (CSC) which operates 24 hours a day, 365 days a year. The CSC is accessible via a specific telephone number dedicated for customer calls. The service is

available from 8 am-8 pm and then transfers to an overnight service. All messages and questions from our customer are answered within an agreed timeframe and are recorded in our own ERP software for ongoing review.

In addition we provide comprehensive manuals supporting each of our ReCreateX modules. These manuals are drawn up by the Quality & Control department and are constantly updated. All the changes for each update of ReCreateX are communicated to clients via a Release Note and the client portal.

Our after-sales support service is also central, and our Software Support Contract offers free support from the helpdesk (available 24/7). Free updates and upgrades of ReCreateX, online forum and regular user groups are also included.

Clients with access control can also choose for a preventive maintenance contract. These contracts keep breakdowns to an absolute minimum and ensure that the installations are profitable.

### AT THE FOREFRONT OF SOFTWARE DEVELOPMENT

At Syx Automations, all software is developed under our own management. Our partner company Sydelsoft is specialised in developing software for automation of administrative and technical processes, modifying and extending existing modules as well as developing new modules, all in close collaboration with our clients.

# Syx Automations

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