

Trades Supplier Profile



SPI supplying world-class technology on a global basis

by Systems Products International

Systems Products International (SPI) is a global leader in the development and implementation of innovative software for the vacation ownership industry. SPI's talented team services clients on five continents, ranging from well-known brands to developers and smaller entrepreneurial companies. Clients include timeshare/vacation ownership companies, fractional ownership resorts, private residence clubs, vacation clubs and condo hotels who select the software for marketing, in-house marketing, tours, sales, commissions, premium/gift tracking, reservations, club dues billing, receivables administration and resort operations.

Among the company's almost 100 clients are many well-recognized and respected companies. These clients in many cases utilize SPI's full enterprise system. Some other clients have purchased select modules and have chosen to have the SPI module integrated with other software systems.

In 2008, SPI announced a new brand for its enterprise software – "Orange Systems" – in order to express the vibrancy of its .Net-based technology. SPI's Orange System software combines advanced Microsoft .Net technology with 30 years of vacation ownership know-how and "best practices." The result is an operating system for information management that can be deployed quickly to facilitate efficient operations and provide consistently reliable reporting and real-time information for management. Orange Systems offers applications that span the entire vacation ownership enterprise including the following:

- Marketing – clients may track leads from cradle-to-grave. SPI's Orange Systems is based on a table-driven platform that permits operators to capture and sort data, providing them with analytical reports about tours and purchasers. Orange Systems can also assist in the control and financial tracking of outside vendors.
- In-house marketing that captures visitors' information prior to check-in and throughout their visits assists developers in recognizing their most cost-efficient prospective buyer. Orange Systems enables

clients to better manage their inventory to maximize use, obtain histories about guests to help fine-tune the marketing approach and receive thorough and accurate reporting to determine efficiencies and results.

- Sales: A fully integrated sales module provides ample reporting for developers to use in better managing their sales teams. Orange Systems' sales module includes print-on-demand documentation services, substantially reducing the wait-time for new owners or members to complete their purchasing paperwork.
- Maintenance fee and mortgage receivables servicing is a major component of any enterprise system and SPI's Orange Systems provides resort entities with accurate billing, payment processing and reporting functionality.
- Orange Systems' table-driven nature lends the software to be adapted to handling the reporting and budgeting activities required when handling HOA finance.
- SPI is proud of having been the first-to-market with vacation ownership's most sophisticated, reliable points-tracking system. The company understands the vital necessity of providing points-based vacation clubs and similar entities with an accurate platform for tracing the purchase and use of consumers' points.
- Property management from check-in through check-out is a necessary function of any vacation ownership package and SPI's system offers many additional bells and whistles, such as a Web Services toolkit. The optional toolkit permits owners/members to check availability and reserve accommodations, view account information and make online payments.
- Rental program management (including the availability of a robust condo-hotel unit assignment and revenue tracking system) equips resorts with a complete toolkit to handle the often complicated intricacies of handling centralized reservations, yield



Reprint from
March '08
Resort Trades
www.resorttrades.com

Reprint from March '08 Resort Trades - www.resorttrades.com

management and the associated financial functions.

- Orange Systems' centralized reservations has been continuously refined and improved during SPI's thirty-year-long existence. SPI provides online and telephone resources for user training. The software provides users with ample information tracking and forecasting.

The company has a long history as a forerunner in providing advanced technology tools, such as a Web Services tool kit enabling resorts to provide real-time Web site access to consumers to check availability, make reservations and send payments.

Orange Systems enterprise software helps clients excel at performing every conceivable function, including tracking marketing programs, sales center administration, managing inventory, managing complex rental and exchange programs, handling central reservations and property management from initial reservation to check-out and performing maintenance fee and receivables servicing and collections.

Often, new client resorts will have preexisting systems that require data to be spread across multiple incompatible systems. One of the Orange Systems' distinguishing and competitive aspects is that its centralization of database information eliminates the need for multiple data silos or the use of independently-generated spreadsheets. Orange Systems offers clients the unique capability to interface SPI's system with other software, due to its use of the Microsoft .NET platform. Another distinguishing feature is Orange Systems' table-driven architecture, which permits a high degree of configuration to meet the specialized needs of its customers.

Among the company's senior management are Founder and President Karl Lange, Vice President Fernando Valls, Director of Sales Matt Brosious and Director of Customer Relations, Gordon McClendon. They are joined by a staff of professional software developers, systems analysts and implementation, customer support and administrative staff. While based in Miami, Florida, SPI has demonstrated its ability to services clients internationally, including Mexico, Asia and Europe. SPI's highly qualified team has, as its corporate mission, a mandate to provide software and support unparalleled in the vacation ownership industry.

SPI can be reached at 305-858-9505, by e-mail at sales@spiinc.com or visit www.spiinc.com.

Latest News from SPI:

Vacation ownership software leader SPI announces Orange Systems

Software provider to the timeshare, fractional and condo-hotel industries Systems Products International (SPI) announced the company is re-branding its Enterprise software and suite of innovative software products as Orange Systems.

"Since 1978, SPI has sustained its position as a global leader in the development and implementation of innovative software systems for the vacation ownership industry," says SPI Founder and President Karl Lange. "We sought a new and fresh way to express our dedication to assisting resort developers, operators and management entities in achieving faster, more accurate and integrated comprehensive information management systems."

"We think the vibrancy and energy of the Orange Systems brand expresses our continuing commitment to innovation in the vacation ownership industry," added Director of Sales Matt Brosious. "We are excited to be presenting a renewed corporate image as SPI moves into our fourth decade."

SPI's Orange Systems software, based on the scalable, flexible and robust Microsoft .NET platform, is continuously being extended with important new features. The suite provides a number of interfaces to integrate data from resorts' systems to that of leading industry vendors, such as servicing companies, online rental network providers and others, for example. SPI's Orange Systems software's list of industry 'firsts' includes a robust in-house market-

ing program; a real-time points-tracking system, timeshare's first totally automated and fully-scalable sales center system and a highly advanced Web site toolkit that enables resorts' customers to conduct business on-line in real time, to name just a few. SPI's continuing dedication to improvement adds value to our customers' software investment."

Orange Systems' team of professionals is comprised of industry veterans who are accredited specialists. The team includes systems analysts, implementation experts, software developers, customer support specialists and administrative staff. We are committed to providing a consistently high level of service to clients – both large and small –including timeshare/vacation ownership companies, fractional ownership resorts, private residence clubs, vacation clubs and condo hotels.

With Orange Systems, SPI offers the world's leading suite of software and advanced technology products for the vacation ownership industry. Orange Systems products embody industry best practices, ensuring that clients' marketing, sales, property management, finance, maintenance fee and mortgage receivables servicing, centralized reservations and Web site consumer access operations are fully-integrated, cost effective and efficient. Founded in 1978 and based in Miami, FL, SPI can be reached at 305-858-9505 or by e-mail at sales@spiinc.com.