



IRW Systems Limited  
concept to realisation

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GOLD CERTIFIED  
Partner

"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."



Microsoft Dynamics CRM



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## IRW Sail Tracker System

*From IRW Systems—CRM for Sail Training and Yacht/Vessel Voyage Planning Organisations*

**The market:** Many sail training organisations have a number of older, separate computer and manual systems which they use to run the operation and plan sailing events. They will perhaps have one system which records contact information, another which they use to plan voyages, and perhaps even another to do their invoicing. This can mean entering a lot of the same information into each of these systems. This can be inefficient as there is a constant need to update and copy multiple records with the same information, using up valuable time and resources.

**The Solution:** The IRW Sail Tracker System (STS) has been developed to cover the various different areas required in Sail Training, and not just limited to sail planning. Further, it is a flexible solution that can fit your organisation and not force you to work in a certain way. Based on a Customer/Contact Relationship Management (CRM) core, STS can equip your organisation with a scalable and easy to use solution in a short timescale, and can be further customised to suit additional needs in many areas.

We can demonstrate this to you initially via a web-based session and conference call – a Webinar. Using this, several of your staff can log in and participate, and from various locations. This Free Webinar will allow you to review the core STS integrated functions such as:

- Customer/contact Relationship Management (CRM)
- Vessel Management
- Voyage/Event Planning
- Booking and on-line booking by the Public
- Crew rostering and People Management
- Invoicing
- Reporting and viewing information
- Fund Raising and Campaign Management
- Secure, Remote Access for sea staff
- Integration with Web Site(s) as required
- Full integration with Microsoft Outlook and email