



F9[®]



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—SUZY CARDER, DIRECTOR OF FINANCE, LONGBOAT KEY CLUB & RESORT

About the company.

Longboat Key Club & Resort is a 410-acre beachfront resort and private club located on the barrier island of Longboat Key, just off the coast of Sarasota, Florida.

With an emphasis on privacy, exclusivity, and personalized service, Longboat Key Club & Resort is a true luxury destination offering tennis, golf, fitness facilities, Island House spa, private beach, a 291-slip deep-water marina, and six superb restaurants at one property. Families love our supervised Kids Klub and heated swimming pool.

Longboat Key Club & Resort is a multi-faceted hospitality enterprise with diverse operating platforms. To learn more about the resort that has been attracting guests from across the country for years, please visit www.longboatkeyclub.com.

Longboat Key Club & Resort Improves Visibility and Data Quality with F9

Setting the strategy.

With a successful career in financial management for the hospitality industry, Suzy Carder has relied on F9 solutions at every post she has held since the 1990s. So when she became director of finance for the luxury Longboat Key Club & Resort in April 2011, one of her first decisions was to enlist F9 to enhance the property’s Lawson Financial back office system.

“I do not need to spend extraordinary amounts of time researching other solutions,” she said. “F9 products offer me comprehensive and time-tested options that I can rely on.”

Implemented in less than a week at Longboat Key Club & Resort, F9 quickly delivered results for the property near Sarasota, Florida. “My job is to get numbers out quickly and accurately so the operations department can do their job,” she said. “F9 allows me to do that, with paperless reports that are easy to view and instrumental in helping all our departments achieve great performance every day. It’s not just of value to the accounting department, but to the company as a whole.”

Getting business specific.

Department heads were definitely impressed when they saw the first reports Carder was able to deliver with F9. “I didn’t tell them what to expect, and they were obviously very pleased with the results.” The software links general ledger data from Lawson to Microsoft Excel, for fast flexible reports that are “quick gets” for busy hotel professionals. F9 also supports Infor financial solutions and 150 other accounting and ERP systems.

“Just yesterday, a department head asked me about his team’s burden rate on the property, including payroll and benefits,” Carder said. “I was able to produce the report in 30 seconds with F9. I have information at my fingertips that I can share with the appropriate team members here.”

Lawson Financial had been in use for several years and was due for an upgrade when Carder came on board. “The back office had its challenges when I arrived,” she said. “There was a lot of paper and the reporting was difficult. F9 had made things so much easier. Our financial reports are more readable and use less paper.”

Previously, department heads at the resort had to view two reports—one that compared actual numbers to forecast and one that compared them to budget—to get the performance information they needed. The financial team would spend hours preparing the reports. But those days are gone, according to Carder.

“Now all department heads quickly get a concise report that is generated electronically. On one page, the report compares actual numbers to budget and forecast for the month, for the year to date, and for previous years. We’re no longer sending bulky PDF files. It’s much more streamlined.”

Seeing results.

As she began the most recent budgeting process, Carder was looking forward to the efficiency and time-savings F9 would deliver to her and her staff. “I’m looking forward to building those spreadsheets in F9. It’s going to be a much easier process. I’ll be better able to look at the history of the property, look at revenues by department as far back as I need to—at the push of a button. It will be very helpful for me and the other managers.”

Carder also appreciates the support from the F9 team. “There are rarely any issues. Implementation was fast, and training was comprehensive for my team. I got everything I needed, and things are going well. I do not anticipate any issues, but if there are any, I am confident they will be handled in a fast and efficient manner.”

Doing business better.

Carder has used F9 throughout her career, including her positions with two other premier resorts in Florida and Virginia and with a multi-property company based in Washington State.

Customer Facts

- ▶ **Company** Longboat Key Club & Resort
- ▶ **Solution** Infor ERP
- ▶ **Product** F9 and Lawson Financial
- ▶ **Industry** Hospitality/Hotels & Motels
- ▶ **Country** USA

“That company had different back office solutions in all its properties and was using F9 to produce uniform reports for all of them,” she said. That’s when I first used F9 and quickly saw its benefits. So when I took a position with a Florida resort in 1999, I brought F9 with me.”

In her years of experience, Carder has seen F9 prove itself time and time again as an ideal fit for the hospitality industry. “Every time I’ve come to a new resort and the back office solution didn’t do the reporting I needed, F9 has been my system of choice. Hospitality is multi-faceted—resort sales, food and beverage, marina, spa and fitness centers—and each is managed a little bit differently. The solution’s reporting makes it easy to produce financials no matter what the differences.”

There is a better way.

At F9, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider and a new breed of business software: created for evolution, not revolution.

Software that’s simple to buy, easy to deploy, and convenient to manage. Over 30,000 customers around the world stand with us. We look forward to your sharing in the results of our belief.

For additional information, visit www.f9.com.



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