



## **MINIBARMASTER WIRELESS PREMIUM – TESTIMONIAL**

### **Lasseters Hotel Casino Achieves Significant Improvements In Minibar Operations Using Minibarmaster Wireless**

**SYDNEY, Australia –January 27, 2010**

Lasseter's Hotel Casino has released results quantifying P&L improvements through the implementation of Minibarmaster Wireless Premium. The results show significant improvements in minibar operations.

Craig Jervis, Hotel Manager at the property, advised the following net operational and P&L improvements compared to the manual pen and paper system used previously:

- \$15,000 in savings over the last 11 months comprised of labour savings at front desk and general efficiency improvements.
- Reduction in COGS of 47% by allowing the property to focus on this aspect of the business using Minibarmaster's reporting and stock tracking systems.
- A 20% reduction in write offs.
- Increased average spend per occupied room of 11%.

Craig Jervis said the improvements to minibar operations and overall efficiency are significant. Financial gains have been seen in wages and write offs. In addition the system allows far greater control of our minibar operations with comprehensive reporting. The interface into Opera allows us to post charges to guest accounts virtually instantly after a room is checked. This reduces labour required to post. Write offs are reduced as more charges reach guest accounts sooner before guests depart.

#### **About Lasseters Hotel Casino**

Set amongst the stunning MacDonnell Ranges and adjoining the Alice Springs Convention Centre, Lasseters offers superior accommodation rated at 4½ star. The international standard casino, restaurants and range of bars make Lasseters the centre of entertainment in Alice Springs.

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#### **About Electronics By Design And Minibarmaster**

Electronics By Design (EBD) is a Sydney based product development company specialising in hardware and software design of electronic products from concept to production. Minibarmaster was developed by EBD and is a 100% Australian product developed for the local hotel market.

Minibarmaster was first released in February 2004 and has undergone significant enhancements since that time, including interfacing into Fidelio/Opera, and the release of the Minibarmaster Premium Wireless System in 2005. Minibarmaster Premium offers an electronic interface into Fidelio and Opera, and has been rolled out to over 20 properties in Australia, with all sites attaining significant improvements in their minibar operations.

Minibarmaster Wireless was installed at the 140 room Lasseters Hotel Casino in February 2009. The system allows staff to use custom programmed Palm PDAs for recording minibar sales when they check rooms. Moments later, sales are transmitted from the PDAs to the Minibarmaster computer using the mobile phone network, and then posted to guest accounts in Opera. In addition, the system calculates variances for vacant rooms, and posts them to the denials account, thus totally eliminating all posting tasks done on a daily basis by hotels. The system also offers considerable detailed reports on minibar sales, minibar stock, staff productivity, DNDs and expired products. In addition, Minibarmaster Wireless does not require a hotel to have a wireless network of any type, as it utilises the mobile phone network of the chosen service provider, thus it does not require infrastructure expenditure.

Further information can be obtained at [www.minibarmaster.com.au](http://www.minibarmaster.com.au)