About

Brenock brings cutting edge solutions to the challenges of software development and project management. Our team’s combined years of experience allows us to partner with our customers in developing customized applications in the ever-evolving technology environment. Our goal is to create and efficiently deploy user-friendly applications that have tangible benefits to our customers and meet their specific needs. Our line of web and mobile applications allows for deployment to be performed remotely. Brenock works with firms such as Royal Caribbean, Holland America Group, Accident Fund Group, Total Marine Solutions, and many other industry leaders. Manus Walsh, Brenock’s President, explains:

“Our customers automatically enjoy the benefits of our support and applications from day one.”

To ensure we encompass all the necessary requirements in our specifications, we spend time with our customers to build applications that meet the industry’s needs. We continuously look for ways to improve the software and services we provide. Brenock is truly your strategic partner in the areas of certificate management and compliance, data mining, project management, personnel management, logistics, procurement, custom solutions, and much more. Contact us today for a detailed analysis of how you can benefit from an alliance with Brenock.
Cruise

Marine

Innovation Platform

Hospitality

Medical

Financial
INDUSTRY APPS
Brenock develops user-friendly applications that truly meet the needs of your industry and your environment. We understand the importance of simplicity, proper training, and consistent communication in order to bring our customers the greatest benefits from our products.

CUSTOM DEVELOPMENT
Utilize our experience of developing mobile and web-based software applications to create your new customized apps. We will work with you through the entire process including concept, specification, development, testing, training, deployment and post go-live support and feedback.

CONSULTING
We understand that technology by itself may not always improve your current process, or generate significant savings. However, when deployed and implemented efficiently and effectively, that technology can generate immediate and considerable benefits.
Cloud Computing is the IT buzzword over the last few years. Gmail, Facebook, Dropbox, Skype and Salesforce.com are all examples of cloud solutions. With Brenock, you access all your information over the internet without the gear and man-power needed on site.

**SECURITY**
Rest assured that your data in the cloud is much more secure than what lives on a tower under your desk or in your unsecured server room. Studies show time and time again that secure cloud-based data has a proven safety track-record that beats ‘local’ installations.

**CAPACITY**
In the past, you had to spend a lot of your IT budget on human resources to manage your software. With cloud computing, that’s no longer an issue. Now, you can focus on how the solution will help you further your mission. The IT piece belongs to somebody else.

**FLEXIBILITY**
Scale up and down to meet your requirements. In today’s economy, this flexibility is key. You can adjust your IT expenditures to meet your organization’s immediate needs. You no longer have to build for the future, or be constrained by past decisions or contracts.

**MOBILE-READY**
Open anywhere. The Web allows you to connect services to each other. This means that you can centralize your information and access it from anywhere on board, at port, or in the world, on any computer or mobile device, anytime and anywhere you need.

**COST**
Brenock’s cloud tech reduces your maintenance fees. No more hardware, and update fees. Many of the hidden costs typically associated with software implementation, customization, hardware, maintenance, and training are rolled into a transparent subscription fee.
Brenock’s IMS Core + Mods Cruise operations and management software is the most comprehensive, flexible and easy-to-use in the business. That’s because we built it from the ground up based on real-world use by the biggest cruise lines, Port Agents, governments and the most respected marine vendors. And that’s beauty of Brenock – since it is ‘the standard’ software across the industry, your company can plug into a finely tuned, fully working, industry platform.

“Brenock’s suite of Cruise operations and management software is the most comprehensive, flexible and easy-to-use in the business.”

IMS CORE - INTEGRATED MANAGEMENT SYSTEM
The heart of Brenock’s software is the Integrated Management System, or IMS. It’s the only One-Platform, Comprehensive Cruise software that manages all fees and expenses across all categories and operators from planning through cruising. From Luggage and Transfers, to Tugs and Waste, IMS increases your efficiency and productivity. As in all Brenock software, you’ll have access across most devices, anywhere you have a secure connection.

MODS - MODULAR ADD-ON ENHANCEMENTS
Fine tune your operations by adding one or more Mods that cover Accruals, Berth Reservations, Electronic Requisitions, Financial Planning, Port Call Reporting and Prefunding. Start with the essential IMS Core and expand as needed. Control your operations and expenses like never before.
Industry > Cruise

CREW ACQUISITION MOVEMENT EXPENSES
Crew Acquisition Movement Expenses (CAMEX) allows shipboard and shoreside crew to submit expense reports for any type of spend whether it’s dinner or a trip. The entire approval process is handled through CAMEX’s modules with flexible and detailed reporting for management in real time. No more piles of papers and receipts to sort through – just one streamlined process.

CLAIM TRACKER
Finally your ship is ready to go back in service. Yet each day at sea, a new issue arises from the build that is the contractual responsibility of the Yard. On top of all the daily operations of your fleet, another layer of complexity is added that needs to be handled. That’s where Claim Tracker comes in - Brenock’s industry standard software will ensure your issues are documented, resolved and reimbursed.

CERTIFICATE MANAGEMENT TOOL
Get your documents under control. Certificate Management Tool (CMT) provides anytime, anywhere access for ship operators and Port authorities to critical documents. As world-wide regulations increase, having your documentation in order is critical to Cruise operations. CMT gives you the control and productivity you need to match increasing demands without increasing staff.

“CAMEX simplifies what can otherwise be a complicated company-wide issue. Not only can you see what’s getting expensed at a glance, you can dig deeper to see who, what and where.”
CASE STUDY  

RCCL rolls with Port Call Reporting

Operating a single Cruise ship at sea depends on the fine coordination of literally thousands of crew members under the watchful command of the Captain, plus an enormous support staff back ‘home’. But what about when a ship docks at call? Who’s manning the Port?

Let’s take a look at the very basic operations at call. First, the ship arrives at the Pilot Station. Then it’s pulled into the Pier. The Gangway is set. Luggage begins to leave. Passengers disembark. Tour operators, who have their own itinerary (and must get the guests back on time) are standing by to leave. There are Customs Agents in place, Stevedores, fork lifts, cranes, provisions… Who are the eyes and ears of this operation for the Cruise Line?

T.J. O’Sullivan, Manager of Worldwide Port Operations for Royal Caribbean Cruise Lines, states “Actually, the Port Agent is, and they function as an overall ‘manager’ for everything that takes place. They oversee most of the at Call operation, coordinating with local crews, Stevedore managers, Tour Agents, and ship’s crew. They make sure everything happens according to plan and perform a critical reporting function, which consists of logging when the ship arrives at the Pilot Station, then at the Pier, and continuing on through all of the steps of the visit, as well as all the steps of departure.” With all the moving parts of the ship added to the actions at the Pier, a slight kink in the operation can have significant and costly repercussions. Let’s look at a recent scenario to see what can occur.

Timely arrival and departure from call are critical to the smooth operations of a cruise. They are so important, that the Captains themselves are scored on their timely departures. Often times, if there is a delay, the Captain will cite the local crew or vendors as the issue. And that’s just what happened in this case. The ship departed 45 minutes late from call with the Captain blaming the Stevedores. At first glance, 45 minutes might not seem like a big deal, but it certainly is when you are at a port that has Labor Union laws in place. Each minute can add an hour time block to dozens of local staff, let alone all the cost associated with burning extra fuel to make up lost time in route to the next port. However, in this case, the Captain’s report did not tell the entire story. And that’s where we find Brennock’s Port Call Reporting software made the difference. Back at headquarters, an inquiry to the Port Operations team for specifics of this delay came through. T.J’s team took a look at the notes in (continued from previous page) the software report and found, “Shell Door 2 blocked for 90 minutes due to Crane requested previously.” In fact, the Stevedores made up 45 minutes of delay by working extra quickly. So as opposed to being part of the cause, they were recognized as part of the solution in helping to rectify a blocked door. The Port Call report showed in real time what was the actual problem created by an untimely crane.

This is just one example of why Brennock’s Port Call Reporting software was rapidly adopted by RCCL across all ships and 480 ports of Call. Here’s how it works - Port Agents, using smartphones or a tablet computer, log answers to a set of preset questions while on the job. For example: Ship arrives at Pilot Station at? Ship arrives at Pier at? First Gangway set at? First Luggage departs at? First Passenger leaves at? Actual number of Agents working ate? Stevedores on hand numbered?

Says T.J. “Now my Port Operations team can know in real-time what’s happening on the ground, as it happens. Our seven Regional Managers look at the reports as they come in to see what’s what and determine if we need to intervene.” Equally important, the data is logged for future use. “With 30 questions per report, one call per day, 480 calls... that’s over 50,000 data points for analysis that we didn’t have access to before we adopted Brennock’s software. We are able to better manage our fleet, costs, and most importantly, customer experience.”

RCCL beta-tested the software from February to June of 2016. It’s been operating across the fleet since July. There’s a 90% participation rate among Port Agents. RCCL and Brennock are currently developing a flexible reporting dashboard that will allow for quick access to ‘Green’ (all good) and ‘Red’ (something’s amiss) scenarios and send messages to key personnel when things go awry. Of course, all parameters can be setup using specific baselines for each port as some are quicker in certain operations than others due to local conditions. The ship will also be able to score each Port Agent’s performance for an extra check on service.

“I come from the Oil industry where real-time granular controls are the norm”, notes T.J. “I’m happy to see this advancement in the Cruise industry. As far as I know, Brennock’s Port Call Reporting is a first in real-time management software that’s helping to usher in the next level of quality control to our business.”

(continues on next page)
CASE STUDY Expenses simplified.

It’s no small task to make 4000 guests happy on a floating city for a week. Delivering great experiences requires a motivated and well-organized crew of thousands and the backend management team and software to support them. With the myriad of functions happening simultaneously, what seems like small details can quickly become an enormous challenge. Take something that might appear simple like Crew Expenses. A few paper receipts here and a few there, multiplied by hundreds, can get out of hand. Let’s look at a few examples: At a Port Call, a ship Officer needs to meet with a local government official. There’s the taxi to the meeting, drinks and lunch, and the taxi back… all very much ship business and proper expenses. Or a company cleaning crew at a Caribbean port has an allowance for any special supplies required and needs to purchase right away. Or how about the Security Officer that must stay off-ship all day and takes her meals locally. With everything else Approvers and the Payroll team must handle, a mountain of requests and receipts is not going to help.

That’s where CAMEX, the Brenock Crew Acquisition Movement Expenses application, comes in. Michael-Angelo Nuñez, Project Manager at Brenock tells the story: “As each Crew member generates an expense, they simply enter it into their mobile device. No app to load or update, simply connect. They log-in, enter a few data points, and go back to the job. Since it is set up for each Crew member, only allowable expenses at preset rates can be entered. This eliminates finding an Approver to authorize each bill – they only need to be notified of an overage. CAMEX was designed to be crew-friendly, so it’s worded with simple phrases when English is not your first language. And it is a very ‘light’ program that runs on any device even when connection speeds are slow.

CAMEX not only simplifies the tracking and recording of expenses, it allows for precise control over what’s allowable and at what limits. If a meal at a certain Port is set for $15, that’s what can be entered. Anything over that amount requires authorization. All incoming data connects through to your Payroll team for reconciliation at the end of each period per ship policies.

CAMEX is running on all 55 Royal Caribbean Cruise Lines ships and tens of thousands of crew members. Notes Michael-Angelo, “Once you add CAMEX to your software suite, you’ll never go back to the old way of working.”

CASE STUDY Holland America fast-tracks their invoicing.

Holland America Line needed to overhaul its invoicing system. Senior Manager Rashid Sykes realized that in order to operate more efficiently they had to avoid the constant invoicing delays and errors that result in cost overruns and backlogs. Rashid turned to Brenock.

“Along with their vast experience in developing software solutions for the marine industry, Brenock’s hands-on service and support makes them a true partner in building our success as a business,” said Sykes. “They are always willing to invest time, fine tuning systems to meet special needs and enhance performance.”

Of particular relevance to Sykes was the ability to transform paper-intensive manual processes into automated systems. Brenock created a two-step process where Port Agents could upload their invoices and Holland America could approve them using any computer connected to the Internet. Invoices are paid quicker and an online portal enables 24/7 tracking with status updates at every step. Benefits include real time audited foreign exchange, department analysis and control, improved cash flow, and reduced prefunding. “Whether it’s providing round-the-clock access to information or saving money via quicker payments that time out favorably with exchange rates, our invoice solution offers a wealth of benefits,” said Brenock President Manus Walsh. For Holland America’s Sykes, it’s that here today, here tomorrow commitment that makes Brenock the ideal software development and project management partner.

“Brenock’s support was a game changer for us.”

— Rashid Sykes, Holland America
INTEGRATED MANAGEMENT SYSTEM / MODULAR ADD-ON ENHANCEMENTS

Integrated Management System (IMS) is the only One-Platform, Comprehensive Marine software that manages all fees and expenses across all categories and operators from planning through cruising. From Cargo and Transfers, to Tugs and Waste, IMS increases your efficiency and productivity. Fine tune your operations by adding one or more Modular enhancements (mods) that cover Accruals, Berth Reservations, Electronic Requisitions, Financial Planning, Port Call Reporting and Prefunding. Start with the essential IMS Core and expand as needed.

STAND-ALONES - CAMEX, CLAIM TRACKER, CMT

• Crew Acquisition Movement Expenses (CAMEX) - allows shipboard and shoreside crew to submit expense reports for any type of spend whether it’s dinner or a trip. The entire approval process is handled through CAMEX’s modules with flexible and detailed reporting for management in real time. No more piles of papers and receipts to sort through - just one streamlined process.

• Claim Tracker - finally your ship is ready to go back in service. Yet each day at sea, a new issue arises from the build that is the contractual responsibility of the Yard. On top of all the daily operations of your fleet, another layer of complexity is added that needs to be handled. That’s where Claim Tracker comes in - Brenock’s industry standard software will ensure your issues are documented, resolved and reimbursed.

• Certificate Management Tool (CMT) - provides anytime, anywhere access for ship operators and Port authorities to critical documents. As world-wide regulations increase, having your documentation in order is critical to Marine operations. CMT gives you the control and productivity you need to match increasing demands without increasing staff.

“IMS aggregates your Financial Plans, Expenses, Payments, Pre-funds, Accruals and Payments into an integrated overview tied to all ship operations. Management can view by Brand, Vendor, Status and Date allowing for comprehensive AP reporting.”
CASE STUDY  Reporting simplified.

One area where the unexpected can run rampant is at Port. For example, a crew member might need a taxi to the airport. A piece of luggage might need to make its way to back to the rightful owner. Possibly, white wine supplies can run low and a local delivery is required. Each requires an on-shore service to fulfill the need. And of course, each comes with a bill for the service. While you can’t say no to the request, you can at least have controls in place to oversee the flow. That’s what Brenock’s Electronic Requisition System (ERS) does – ensuring controls and cost-effectiveness in what can often be a sketchy environment. Specifically, ERS helps manage all adhoc vendor requests and identifies contracted rates between Port Agents and shipboard/shoreside customers. It allows for custom quoting and negotiation of everything from transporting a Guest’s lost luggage to restocking detergent at the next Call. It’s these very features that attracted Royal Caribbean (RCCL).

T.J. O’Sullivan, Manager of Worldwide Port Operations for RCCL, notes “most on-shore unplanned services are handled by the Port Agent acting as the external provider, who coordinates the services to fulfill our last minute needs. And because they are last-minute, and have to be done, there hadn’t been many cost controls in place. It was ‘let’s get it done and maybe worry about what we paid after.’ Not a great way to operate, but that’s historically how it’s been carried out.”

A few years back, an RCCL exec saw that these unplanned expenses at Port were costing a pretty penny, and a lot more than anyone expected. Royal implemented a paperwork system requiring a requisition form from the Port Agents. A better system than no system at all, but one that left a lot on the table. After a year or so on paper, RCCL contacted Brenock, who promptly got to work on the Electronic Requisition System. Here’s an overview of how it works.

A crew member puts in a request. A Port Agent gets the request which includes an expected cost. This cost can be based on prevailing rates, previous invoices, or what the crew already knows is the going rate. The Port Agent then responds with the price they are able to offer. Further negotiation may ensue, but ultimately, there’s an expected cost that’s close to the actual amount that’s agreed upon. The service order is approved and the work gets done. “Going to ERS reduces overpricing for sure, but there are other side benefits to our team. One is that payments processing are now more timely because they are based on much more than maybe at best, a General Ledger code and a signature which is what the paper system provided”, says TJ. “Now we can trace the requisition all the way back to the actual providers. We know who created the request, who approved it, and who verified. This is appropriate accountability. And for us in the office, you can’t submit the requisition without a GL code, which is a big relief and time-saver. We don’t have to dissect the work order to figure out the proper code.”

ERS was deployed in November 2015 on the Oasis of the Seas. By July 2016, the old paper system was eliminated fleet-wide. RCCL has 2000 users on ERS, 1100 on ship, 900 on shore.

What’s up for the future? RCCL is planning to create an average price by Port for specific services based on their history, with the aim to create a ‘world price’ for each service. There might even be an opportunity for RCCL to buy select services directly, without the need to go through some Port Agents.

RCCL discovers Integrated Management.

Royal Caribbean Cruise Lines, Ltd. is one of the world’s premier cruise providers. It’s understandable, then, that this organization receives literally thousands of invoices a year from Port Agents. Keeping track of all that paper and the corresponding payments is a daunting task that sent Dustin Nason, RCCL’s Manager, Port Operations, looking for a way to improve the process. He found it in the Invoice Management System from Brenock.

“I needed a smoother system,” says Mr. Nason. “In the old environment, everything was done manually, which generated stacks of documents that had to be physically walked through the building for various authorizations and ultimately payment. There were delays, errors, and very little to no visibility as to where anything was in the process.”

Invoice Management System (IMS) addresses all those concerns. Now, the Port Agent simply keys invoices into the web-based software using any computer connected to the Internet, and uploads scans of backup material. The system deconstructs the invoices into predefined authorization / payment categories and sends e-mail to the proper RCCL people. Invoices are paid quicker and with accurate tracking, which keeps RCCL’s account with each Port Agent clearly reconciled. What’s more, each step is tracked in real time via an online portal, so Mr. Nason’s department and the Port Agents can see the status of any invoice at any time.

“One benefit we saw immediately,” says Mr. Nason, “had to do with exchange rate issues.” Overpayments were common, due to the many foreign currencies and daily fluctuations in exchange rates to U.S. dollars. Mr. Nason calculated $150,000 in savings over a four month period with one vendor resulting in lower pre-funding costs. “What I love most about IMS is that it’s allowing my department to transition from being reactive and just shifting paperwork, to being proactive by analyzing and negotiating charges, reducing costs, and yielding greater savings to the company. We can finally be more strategic.”

One benefit we saw immediately had to do with exchange rates... “We saved $150,000.”

Justin Nason, RCCL
Industry> Innovation Platform

DASHBOARD
Millions of interactions. Thousands of important ideas that will lead to a more effective operation with higher repeat and referral business. Are you harnessing the power of your corporation’s collective conscious? With Idea Pipeline, Brenock’s Idea Management platform, you can monitor the most popular ideas and manage expectations with new submissions. You can schedule a report to be delivered by email providing information on site utilization. Also, you can monitor how often ideas are created and how many employees are using the site.

BENEFITS
How do you find the breakthrough ideas that will help you do things differently? What do your customers think would improve their overall experience? How can you empower your people to embrace change? Your brand is reflected in each interaction between guests, your team and your vessels. Because of the amount of contacts during a voyage, the collective effect of small service improvements will amount to a significant change in the overall quality of service. That’s where Brenock’s Idea Pipeline comes in.

FEATURES
Idea Pipeline software scales beautifully from 10 to 100,000 users. You can gather ideas from every level of your company and guests, or just the people you want. The software is easy to use by anyone. You’ll be able to get your employees sharing ideas tomorrow. As ideas flow, users will organically build expert networks of internal and external innovators. They will create space where ideas are shared and innovation happens every day. Management can then prioritize and review ideas and create tasks, projects and change.

“The software is easy to use by anyone. You’ll be able to get your employees sharing ideas tomorrow.”
CASE STUDY  An idea whose time has come.

Imagine you are part of a large organization. You know that creativity and new ideas are your engine for growth. You’ve decided on the need for a more streamlined way to capture the ideas coming from thousands of employees working at every level of your organization across numerous geographical locations. But it’s not only you. Your Business Development team needs to manage their Idea Portfolio and see which ones have the best potential to move forward. On top of all that, you need to be able to show business outcomes like cost savings and revenue to prove the value of the program. Many executives realize that managing ideas can’t be done with cobbled together, homegrown solutions.

Innovation Platform software
If you’re not leveraging a dedicated idea crowdsourcing tool, you’ve left a gaping hole in your innovation strategy. Idea Pipeline, the Innovation Platform, lets you drive and coordinate ideas across the enterprise. Access, maintain, follow-through and forward the idea, or not. It’s a big idea whose time has come.

AF Group
Founded in 1912, AF Group is one of the nation’s leading workers’ compensation insurance organizations, managing risk and minimizing loss for their policyholders, and creating a safer environment for workers.

Jeffrey White and Craig Bilinski co-manage the Innovation Works department at AF Group for new product and services development and to funnel ideas across all 50 states. Previously, Jeff and Craig had run their own IT businesses and joined AF as innovative thinkers.

The challenge was how to make the new department work. “I knew we needed to get on some type of cloud-based idea software, but after looking at a number of different versions both inside and outside the US, the costs seemed just too high,” noted Jeff. That’s when they created the Idea Pipeline, an industry disruptor with the right product at the right price.

Idea Pipeline, the Innovation Platform
Craig and Jeff created an internal Idea Pipeline to test on a group of AF users. It showed promise. They put the call out to Brennock to bring it to a professional level. Jeff knew Brennock from a previous engagement as a leader in SaaS software and for their expertise in creating a wide variety of programs for the Marine industry. “Their SaaS background, service orientation and attention to detail are superb. We felt comfortable having them manage our software and most importantly, our customers. We know that they take every issue as if it were their own,” said Craig. Part of the goal was to be able to categorize and manage ideas using an ‘endorsement’ model with 10 to 100 user teams and to be able to promote the idea to the Innovation Division. The final version of the software took the name Idea Pipeline and launched in May 2015 with over 700 users. A few months later, it was company-wide with over 1,200 users generating thousands of ideas.

Success
Idea Pipeline, the Innovation Platform, had its launch at AF Group in May 2015 with over 700 users initially enrolled. A few months later, it was company-wide with over 1,200 users generating thousands of ideas. Several dozen ideas have made it to the final approval stage. One is an Accident Fund Mobile App, called AF CompAdvisor, that is distributed to injured workers. The app actually helps injured workers find the right doctors in their vicinity. Specifically, doctors that understand workplace injuries and get employees back to work sooner - improving the care for injured workers and reducing the overall cost to the company.

“ Their SaaS background, service orientation and attention to detail are superb.”
- Craig Bilinski, Accident Fund
Industry > Hospitality

**DASHBOARD**
Get an overview of your operations in one snapshot on Brenock’s Supply Chain Optimization software suite. Know what’s happening in all aspects of Purchasing, Distribution and Logistics. Simple-to-use Least Cost Analysis enables high-level tracking of expenses – and helps you increase profits.

**FEATURES**
Brenock software is built to get you the information needed quickly. You can search by Supplier, Plant, DC Back Haul, Freight, DC and RDC. Keep an eye on Min/Max Capacities across Suppliers, Products and Baskets. Check multiple bids and costs at each stage and across literally dozens of RFPs and quotes.

**BENEFITS**
The supply chain of the hospitality industry is an increasingly complex ecosystem of people, processes and technologies. Once mostly comprised of internal systems, supply chains have greatly expanded due to the proliferation of network tools and technologies. These innovations opened the door for true collaboration between partners, distributors and suppliers that extended well beyond the four walls of the enterprise. By enabling a snapshot view of stages of your Supply Chain by Plant, Division, Category, Company and Region. Brenock Supply Chain Optimization makes sure you can see the status of all stages and costs to ensure smooth operations for your team and guests. As in all Brenock software, you can choose to have access across most desktop and mobile devices, anywhere you have a secure connection.

“Hundreds of suppliers. Thousands of locations. Some of the most complicated Supply Chains are found in the Quick Service Food and Hospitality industries. From working with America’s leading casino’s to the world’s biggest Quick Service Food distribution and logistics companies, Brenock Supply Chain software streamlines operations and empowers cost control.”
CASE STUDY  Lakes finds their winning combination.

Lakes Entertainment is a full service contracting, building, and management firm specializing in the development and operation of casinos for Native American tribes across the United States. Roger Roden, Lakes Entertainment’s Systems Implementation Manager, is responsible for a variety of applications within each casino property. These include the gaming system, food and beverage point of sale and inventory control, retail point of sale and inventory control, seating management, telephone system, and several others. All of these must be integrated with one another and the property’s overall accounting program.

In mid 2007, set up and integration at the Four Winds Casino Resort in New Buffalo, Michigan was becoming especially challenging. Just a few months prior to the scheduled “go live” date, there was still much to be done, and Lakes Entertainment had little experience with the primary food and beverage application, called Crunchtime. Wisely, Mr. Roden asked his Crunchtime vendor to refer an expert in the program, and that’s when Lakes Entertainment found Brenock.

“There are more systems involved in a casino project that one person can handle,” said Roger Roden of Lakes Entertainment. “Brenock oversees food and beverage and retail – both point of sale and inventory management – as well as the seating management system and a long list of subsystems.”

The affiliation worked. Four Winds opened on time and flawlessly. As Mr. Roden put it, “Lakes Entertainment has now engaged the team at Brenock to help with the Red Hawk Casino in California. I feel quite confident. they has the expertise to get the systems implemented. They give me peace of mind knowing that things are being handled… and correctly.”

“He gives me peace of mind knowing that things are being handled...”

- Roger Roden, Lakes Entertainment
Industry > Medical

AN ACUTE NEED
Monitoring direct outcomes is by far the most robust method of measuring impact, as it measures not only the hospital's distribution of care, but also the impact of that care on patients' quality of life. Surgical institutions can use operative mortality, complication rates, length of stay, readmission rates, patient satisfaction, functional health status, and other measures of health-related quality of life. Outcome measurement is considered the gold standard, as it assesses the value of the services provided. Using our knowledge of Surgical and Clinic care, we create a custom web-based medical reporting platform to meet your exact needs.

BENEFITS
There's more to Medical/Surgical Health Care than HER. Proper care demands careful impact assessment. Monitoring and evaluation has several important benefits, including the ability to assess whether the program is having its desired effect. This information allows surgeons and administrators to identify and improve upon weaknesses in the healthcare delivery system, resulting in better patient care. It’s not only good policy, it’s increasingly required by federal legislation. As in all Brenock software, you can choose to have access across most desktop and mobile devices, anywhere you have a secure connection.

Industry > Financial

THE PRIVATE BANKING DILEMNA
Private Banking is one of the most profitable areas of financial institutions. With its origins that go back 1000 years, Private Banking while not new, remains a challenge to execute in an enterprise. Security, a wide-range of products, a sense of exclusivity and above all, white-glove service are often opposing goals. Just like we are able to create exceptional customer experiences in the Cruise, Casino and Medical fields, a personalized experience is the very fabric of our Financial software. Brenock understands that 'custom' is the root of 'customer'.

PUTTING THE CUSTOM IN CUSTOMER
High net worth customers have increasingly complex financial needs. They demand the best of breed products and look for innovative and increasingly multi-device, mobile solutions. Our product platform is Open and can distribute most third-party products across a range of smart mobile phones, tablets and portable computers. We can integrate equities, fixed-income securities, structured products, foreign exchange, commodities, deposits and real-estate investments into a secure, flexible and highly scalable platform that puts your customer’s needs front and center. Innovation, security, and mobility are the hallmarks of Brenock – we can make them your value proposition for your most important customers.
Brenock believes that our most important service is the support of those who have already entrusted us with their business. That’s why the leading brands in each industry we work in come back to us time and time again... over decades.