





CONNECTING YOUR CUSTOMERS TO THE OUTDOORS



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"Connecting people to the outdoors"



WELCOME

Welcome to Camis, your premier provider of reservations and facilities management solutions and services for government-operated parks, marinas, and harbors.

Years of experience 40 3.2M Reservations per year Government Operated Parks, Harbors Marinas

We understand the unique challenges faced by park and recreation organizations when it comes to managing reservations, maintaining facilities, and ensuring your visitors' satisfaction.

With 40 years of experience providing booking solutions for public and private park facilities, we continue to deliver one of the most robust online reservation systems, supporting an exceptional user experience and second to none back-end functionality and reporting. Our reservation and park management solution is a powerful and end-userfriendly platform that offers a full range of features tailored to meet your needs.

From a dedicated in-house call center, bookings management, and advanced reporting to sales management, our solutions empower you to efficiently manage reservations, monitor occupancy, and streamline administrative tasks.

Welcome to the future of park management with Camis.



ABOUT US

It started with a need

Camis was founded by enthusiasts for camping and the outdoors. We quickly realized there was a great need for improved reservation processes.

This much needed improvement founded our mission to develop a parks management and reservation solution which addressed the complex needs of government-operated facilities.

The evolution of reservation and management solutions

Over a period of four decades, our reservation solutions have evolved from phone calls and lists on paper to the robust feature-rich software solutions you see today! Technology will continue to evolve and we will continue to adapt and advance.

Partnering with over 750 government operated facilities

By 1998, Camis had partnered with over 50 parks across Canada, and in 1999, Camis was the first to put hardware and software solutions in place for Canada's largest network of provincial parks and campgrounds.

Today, our reservation and park management software and services are used by hundreds of national, state, provincial, county, and regional parks, conservation authorities, harbors, and marinas in the United States and Canada.

We plan to lead the way. Come join us!





SOLUTIONS & SERVICES



It starts with people

Before anything, we prioritize people. We partner together to listen to your needs, develop solutions and provide continuous support.

Connecting people with the right information and tools

Your solution will be customized and can include a booking and operations management solution designed to integrate with your existing systems.







Welcome to the future of park management with

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PERFORMANCE

Robust Solutions First-Rate Performance

Our Camis 5 Reservation and Park Management Solutions boasts unparalleled robustness through its advanced system. We ensure **seamless operations** even under **high demand** and complex scenarios.

With a **cloud-based infrastructure** at its core, our solutions offer full **scalability**, enabling **effortless expansion** to accommodate growing visitor numbers and additional features.

With the unique needs of reservation and park management, Camis' scalable design ensures that **your system will evolve** alongside your needs. Our innovative platform will thrive in the digital age, providing a reliable and **future-proof solution** and delivering a **superior experience** to both your staff and your visitors.



In 2022, the Camis solution:

- Processed 40,000 reservations per hour
- Managed 15
 Million
 transactions per year
- Allowed 3.2 Million people to reserve annually on our robust platform



Our future-proof solution provides a superior experience!

Efficient Reservations Streamlined Management

Manage arrivals and departures like a pro!

Our **feature-rich and expandable** booking management solution **streamlines** your customers' entire **booking process**. With **real-time information**, your customers can view and select from the availabilities of your parks.

Our simple yet comprehensive **advanced reporting** will provide you with **valuable insights** into your customers' **booking patterns**, **peak times**, and **revenue generation**.



The level of **customer satisfaction** is equally enhanced with effective **communication** channels such as email notifications, web chat, and SMS alerts.

- Feature-rich & expandable
- End-to-end solution
- Reserve online & on-site
- In-house call center services
- Web chat
- Changes and cancellations
- Group bookings
- Events & Activities
- Availability notifications
- SMS camper alerts
- Advanced Reporting



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Streamline your Booking & Customer Management today!



CONFIGURATION MANAGEMENT

Your Branding Your Configuration

We understand the importance of your brand!

Your dedicated **Camis Configuration Team** will ensure your solutions are configured to align with **your brand identity** providing a seamless and **customized experience** for your customers.



- Every detail of your solution will be branded to match the look and feel of your organization
- We offer a seamless transition from your existing solution to our Camis reservation solution
- We ensure your **brand identity** is easily **recognizable**
- Peace of mind as our highly configurable solution will match your business rules and policies
- Your customers will appreciate the **custom maps** to help them find their way
- We **adapt** your solution with your fees, your accounts, and your images
- We offer continuous responsive support to adapt to the changing needs of your organization

We will showcase your branding and uniqueness!



Park Administration

Our park administration solution provides a holistic platform to **seamlessly oversee** all aspects of your **park administration.**

With its **intuitive interface and robust features**, it **simplifies processes** for your staff members and ensures a **hasslefree experience**.

- Easily manage employees
- Quickly assign floats and tills
- Efficiently manage your products and inventory
- Access to financial and statistical reports with accuracy and ease
- Create prompt **Park Alerts** to notify customers of
 information impacting their
 stay
- Prompt communication with employees for new policies or urgent weather bulletins
- Instantaneously create closures on sites that are impacted by maintenance, construction, or other impacts



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We understand the needs of your park administration.



Business Intelligence Reporting

Our park management solution's business intelligence reporting offers an **effective and efficient** way to analyze **park data**, providing valuable insights into visitor **trends**, revenue streams and **operational efficiency**. With **user-friendly dashboards** and **real-time data updates**, it enables quick decision-making and strategic planning, **saving time and resources**.

Our Business Intelligence Reporting ensures you can make informed decisions to **enhance the overall management** and **profitability** of your park.



- Business Intelligence Reporting allows you to see past data and future trends
- Wide range of **interactive reports** to see summaries and **detailed information** on visitation, occupancy, financial data, customer trends, and user actions
- Reports can be easily downloaded to CSV, PowerPoint, and as images
- Customize and create
 reports to meet your needs
- Year over year **comparisons** allow you to see trends across your organization

Empowering your Insights, Powering your Success!



Enforcement

Providing your visitors an incredible customer experience

From the backcountry to the unattended parking lot, enforcement is key to **ensuring** the preservation of park resources and an **incredible customer experience**.

Camis offers you our Sidekick app.

Your **on-the-go and anywhere application** allows you to quickly confirm if a vehicle or camper is in the right spot.

We also offer **integrated gates** that allow customers to access unstaffed parking or day-use areas by quickly scanning their **confirmation letter barcode**.

Sidekick. Efficient & Modern.



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Your on-the-go communication partner.





FINANCE & RECONCILIATION

Finance & Reconciliation

At the heart of the Camis solution are our robust financial controls.

We understand that an **effective finance and reconciliation** solution is **paramount** in maintaining financial transparency and accountability.

It ensures that **every transaction** within your organization, from entrance fees to concessions, is **accurately recorded and reconciled.**

Additionally, it provides **invaluable data** for budgeting, resource allocation, and strategic planning.



- Aligned with industry standards such as Generally Accepted Accounting Practices (GAAP), we make it easy to reconcile payments and record revenue into your organization's financial system
- We also offer integrated financial **system uploads** ensuring an efficient, streamlined, and errorfree input into your **financial system**
- Complemented by a range of financial and reconciliation **reports** and tools, it's easy to **track down discrepancies**



Financial Clarity, Reconciled Efficiency!

Payment Processing

An efficient **payment processing** system is **essential** to streamline **revenue collection**, providing a **secure and convenient** way for visitors to make **payments** for entrance fees, activities, and rentals.

It **enhances operational efficiency** by reducing cash handling and administrative tasks, allowing park staff to focus on **visitor experience and safety.**

Moreover, it offers valuable **data insights**, helping park administrators make informed decisions about pricing, promotions, and resource allocation, ultimately **improving the overall financial health of your organization**.

- Secure payment
 processing
- A range of existing certified solutions
- PCI compliant
- Supported by reconciliation tools
- Keeps in pace with processor technological advancements
- Integrated and nonintegrated options to meet your needs
- Supports wired and wireless payment devices depending on the processor
- Tokenized refunds





PAYMENT PROCESSING

Efficient & Secure Payment Processing.





RETAIL & ECOMMERCE

Retail & eCommerce

From product creation to inventory management and sales, the Camis solution provides a **full, end-to-end retail and eCommerce solution**.

Our **quick sale widget** allows you to sell items **efficiently and securely** with the dedicated sales screen. Your customers can even purchase online.

There is no need to have separate carts for your various products, our **single-cart solution** allows you to create **reservations and permits** as well as **sell retail items** alongside them.

With our integrated **inventory management** controls, you will be able to **transfer inventory** from warehouses to your stores or even between stores within your organization. Quickly **process your visitors' sales** with the use of **barcodes, item numbers, and hotkeys**.

Whether your visitors prefer to purchase day, season, or annual passes instore or online, our system supports both for ultimate client satisfaction. Need to track serialized pass sales? Our system will allow you to track them by assigned locations and users for robust audit controls.

Need extra support to fulfill your sales demands? We can help!



Complementary Features:

- Supported fulfillment and shipping mechanisms
- In-house & online sales
- Shipment tracking
- Customer
 notifications
- Printable packing slips

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Retail & eCommerce. We have you covered.

CHECKING-IN has never been FASTER or EASIER

Camis is excited to announce the debut of Self Check-In.

The **Self Check-In** feature brings convenience to your guests and flexibility to you and your staff.

Convenience

- Seamless check-in during **peak times** at the front gate increasing **efficiency** for your employees
- Excellent solution for off-season or after-hours
- No need to install, maintain or support expensive yellow phones



Customizable

- Collect the information you need from your guests such as
 - license plate numberparty member information
- Send the information your guests need such as
 - check-in instructions
 - important notices

Flexible

- Can be used as an additional check-in option alongside inperson check-in, or on its own
- Guests can select their
 preferred method
- Staff will have **more flexibility** in how and when to provide this service



<u>NEW</u>

SELF CHECK-IN FEATURE

Let the adventures begin, with Camis Self Check-In!





We're here for YOUR customers!

Never miss a call!

Our highly trained **in-house call center** agents deliver an exceptional customer service experience and are ready to assist **YOUR customers!**

Our goal is to not only meet but exceed expectations and leave your customers with a **positive experience**.



With four call center hubs in Canada and the United States, our service excellence team speaks your language, listens, problem-solves, and cares for your customers.

Our leading edge call center **technology** ensures **no** customer is left **waiting**.



ENTER SERVICE

We are ready to take your calls!



Customized to meet YOUR needs.

We have perfected the development of the **customized customer service** experience. Every interaction with your customers is an encounter **with your brand**, your language and will be beyond **your expectations**.

A complete 360 service

Your **personal dedicated** high-performance **Call Center Service** covers everything! From inbound calls to live web chat and everything in between! Our **multilingual agents** will speak the language of **your customers' choice, English, Spanish or French**.





Inbound

- Bookings
- Payments
- Changes
- Account Inquiries
- General
 Information

Outbound

- Confirmations
- Marketing
- General Information
- Emergency Notifications



Email

- Confirmations
- Marketing
- Mass
 - Notifications



Live Web Chat

- General Inquiries
- Instructions
- Booking
- assistance

Leading Edge Technology

Our leading-edge **call center technology** provides robust functionality, data management, and reporting that will meet **your customers' high standards**. We use **Interactive Voice Response** that automates caller information and directs them to our highly skilled agents that will immediately attend to their needs. **Your customers will never wait,** with our Genesys Cloud service that allows calls to be tracked to ensure performance, reporting, and the highest standards of quality assurance.

Security and Data Management

We are aware of how important **Data security** is to you and your customers. We have the best digital **protection from unauthorized access**, corruption, or theft. Our **high standards** set out by most **government organizations** are our benchmark for **security and surpasses most industry standards** and positions Camis as an industry leader.



SYSTEMS & SERVICES

Camis is a complete solutions and services management system.

Our solutions and services are developed with your requirements in mind. We pride ourselves on our client engagement to ensure we are always listening and adapting so that Camis continues to be a market leader in the future of park management.

In addition to our dynamic solutions and our in-house call center we offer system integration and complimentary services.



SYSTEM INTEGRATION

- Website Interfacing
- UX Design
- Hosting
- Analytics
- Data Security (Ms Azure, SOC, PCI DSS)
- Systems Integration
- SEO Optimization
- AODA Compliant
- ADA Compliant

SERVICES

- Dedicated Success Team
- · Systems set-up
- Configuration Management
- Systems Integration
- Onsite & Offsite Support
- In-house Call Center Services
- Help Desk Support
- Scalable Cloud Infrastructure
- User Guide
- Training
- Detailed Monthly Reporting



GETTING STARTED WITH

We make change easy. Your journey starts with us here!



Understanding your needs

Your **dedicated Camis Team** will conduct in-depth requirements gathering to ensure you have the ideal solution that meets your needs. You will be assigned your personal account manager and certified project manager! You will be in good hands.



Assessing your present system

Together will we assess what works for you and what needs improving with your current systems to simplify the integration and/or migration into your new system, with no surprises.



Planning and Integration

Your highly skilled and experienced Camis Team will **develop a plan** to ensure the migration of the data integration of your **solution is done securely** and **on time**. Your project will be a top priority, closely tracked and **you will be informed** every step of the way



Configuration and Customization

We believe in **collaboration** and have developed a **customized system** configuration that works for **your unique needs**.



Testing and Training

Your new system will be **thoroughly tested** to identify potential bugs, create fixes, and ensure **regulatory standards are met**. You will also have a **customized training program** to facilitate the use and adoption of your new system.



Launch and Support

Your dedicated Camis Team will be with you every step of the way for your present and changing needs. This **ongoing support efficiently** minimizes downtime, and **maximizes security when your new system goes live.**





KIM MACKIE

Chief Executive Officer

Kim is a SaaS technology leader with over 2 decades of experience. As the CEO of Camis, she has built a strong team and is passionate about developing new markets and implementing growth strategies. Kim strives to be the leader in the industry and exceed customer expectations by creating expanded product offerings, building partnerships, and ensuring the evolving needs of the reservation and parks management market are met.



DAN GAROFALO

VP Business Development

Dan brings several years of experience as a seasoned and respected professional at Camis. With a deep focus on the needs of government park management, his invaluable expertise has allowed him to build long lasting and strategic partnerships. His main goal is to ensure enhanced visitor experiences and operational efficiencies for parks.



TOM OLDERSHAW

Sales and Implementation Specialist

Tom is a highly skilled professional with expertise in understanding our clients' needs and successfully implementing our solutions and services. He has a deep comprehension of our clients' requirements, he excels in providing personalized consultations, guiding clients through the process, and ensuring seamless integration and deployment of our solutions and services.

Let's Connect!





OUR LOCATIONS 800.371.6006 / sales@camis.com



A territorial acknowledgment is a formal statement that recognizes the unique and enduring relationship that exists between Indigenous Peoples and their traditional territories we presently occupy.

GUELPH, ON - Headquarters

We acknowledge that Camis is located in Guelph, Ontario which is situated on land that is the traditional home of the Ho-de-no-saunee-ga (Haudenosaunee), Anishinabewaki �arutery PA, Attiwonderonk (Neutral), Mississaugas of the Credit First Nation, Mississauga People. We recognize and deeply appreciate their historic connection to this land. We also recognize the contributions Indigenous peoples have made in shaping and strengthening this community. We are grateful for the opportunity to meet here and re-affirm our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.

ANN ARBOR, MI

We acknowledge that Camis is located in Ann Arbor, Michigan which is situated on land that is the traditional home of the Meškwahkiaša-hina (Fox), Peoria, Anishinabewaki 4ơ 小 ć.V.-dP, Bodéwadmiké (Potawatomi) People. We recognize and deeply appreciate their historic connection to this land. We also recognize the contributions Indigenous peoples have made in shaping and strengthening this community. We are grateful for the opportunity to meet here and re-affirm our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.



CUMBERLAND, MD

We acknowledge that Camis is located in Cumberland, Maryland which is situated on land that is the traditional home of the Massawomeck People. We recognize and deeply appreciate their historic connection to this land. We also recognize the contributions Indigenous peoples have made in shaping and strengthening this community. We are grateful for the opportunity to meet here and re-affirm our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.



KENOSHA, WI

We acknowledge that Camis is located in Kenosha, Wisconsin which is situated on land that is the traditional home of the Kilkaapoi (Kickapoo), Peoria, Bodéwadmiké (Potawatomi) Myaamia, Waazija (Ho-Chunk/Winnebago), Očhéthi Šakówiŋ People. We recognize and deeply appreciate their historic connection to this land. We also recognize the contributions Indigenous peoples have made in shaping and strengthening this community. We are grateful for the opportunity to meet here and re-affirm our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.





RESERVATION AND PARK MANAGEMENT SOLUTIONS



WELCOME TO THE FUTURE OF PARK MANAGEMENT



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