



# Counter Solutions and Kinetic Solutions Partner to Provide Stock Management and EPoS Software Applications for Education and Leisure Sectors

Kinetic Solutions Limited, November 21, 2005

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*The market leading software and services providers for Conference and Accommodation Management and Cashless Payments have joined forces to provide the integrated solution for these complex and growing markets.*

PR9.NET November 21, 2005 - For over 15 years Counter Solutions has been developing innovative solutions to industry issues. During the mid 90's a new suite of back office stock management and electronic point of sale (EPoS) software applications opened up new markets within the Education and Leisure sector, where multiple sites required central control with multiple users requiring access to both sales and stock data. New technologies also allowed improved support levels with the capability of remote diagnostics.

Investments made in 1997 resulted in a new approach to cashless systems which soon caught the imagination of both hospitality operators and their financial controllers. Working closely with card manufacturers to ensure clients could select their smart card technologies freely from the developing market, the Counter Solutions offering is widely recognised as a true global option. This is proven by the 162 clients and more than 1000 sites now benefiting from Counter Solutions systems.

Kinetic Solutions started developing conference and residential software for the Educational and Hospitality sector in 1998 and has seen rapid growth with Kx software installed in over 155 sites, managing over 9,000 meeting rooms and 180,000 beds. Kinetic Solutions has a 100% record of achieving projected timescales and facilitates to enable customers to achieve real business objectives.

The aim of the partnership is to demonstrate they have the 5 key elements required to successfully deliver and support the long term hospitality strategy of clients in the Business and Industry, Education and Leisure sectors. These are:

- An integrate conference management and EPOS solution
- The cashless market experience and client references
- The people skills, the commitment & the resources
- The product range and systems functionality
- The card technology options & development capability
- The ability to support, maintain and upgrade the system throughout its operational lifecycle ... 5 years +

David Naylor UK Sales Manager for Counter Solutions says "We are looking forward to working closer together with Kinetics and being able to offer a wider product range to new and existing clients".

Anne-Marie Hunter UK Sales Manager for Kinetic Solutions says "Kinetic continue to strive to develop technology to meet its customers' business needs and our partnership with Counter Solutions will offer yet further benefits to those clients"

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## About Momentum Web Solutions

Press Release distributed online by Momentum Web Solutions ([www.momentum-web-solutions.co.uk](http://www.momentum-web-solutions.co.uk)).

## About Kinetic Solutions Limited

Kinetic Solutions is a leader in student accommodation and conference management software for the university sector and conferencing markets. Kx software is used in more than 160 venues in the UK and US, ranging from conference centres to universities, sporting venues, training centres and hotels.

Kinetic has ten years experience developing leading edge event management software technologies that deliver significant business improvements for organisations in the conferencing and accommodation sectors. Kinetic has a fundamentally different approach to software that involves its clients in development forums which help shape the future functionality of its solutions. Kinetic offers first class support, including a manned helpdesk to ensure the timely delivery of event, venue and accommodation management services. Kinetic is based at the Innovation Centre, Cranfield, Bedfordshire.

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