

yardapp

yardapp is designed to help you manage your equestrian centre. It's innovative, modern, functional, affordable and remarkably easy to use.

It covers:

- 1) Scheduling of events such as lessons, schooling, clinics, etc. using a diary system
- 2) Sales of all products and services including hay, mucking out, livery contracts, etc.
- 3) Invoicing and payments with handling of part-payments, payment of multiple invoices, the generation of credit notes and statements.
- 4) Invoices automatically sent by email - no more printing and posting.
- 5) Optional Point of Sale (PoS) system with interface to a touch screen, cash drawer and receipt printer for all those cash sales. Reconciles the cash in the drawer.
- 6) Creation of day books for all staff listing what they have to do that day.
- 7) Horse database for recording veterinary treatments, special instructions, farrier, etc.

A modern web based application with a zero or very low initial cost and monthly payments of £35

Why buy yardapp?

Affordable: Prices start at £30/month with no initial costs unless you want the Point of Sale Module where you need a cash drawer, receipt printer and touch screen—about £750

Functional: It has been trialled in real equestrian centres so we know it does all the jobs that need doing.

Easy to Use: We pride ourselves on making our products easy to use., cf. Dark Deer Timers. Yardapp is no exception with an intuitive user interface and well designed easy to follow logic

Customer **Thomson, Siobhan**

Basic data | Sales | Invoices **22** | Statement

Contact | Horses **6** | Riders **2** | Livery contracts **0**

Buy product | Buy service | Buy livery | last 3 months

Date	Type	Item	Payment	Qty	Gross revenue	Gross costs	Gross margin
24.06.2016	Livery	Staff / DIY (Ki)	Q 660	4	£140.00	£120.00	£20.00
24.06.2016	Livery	Staff / DIY (Patrick)	Q 660	4	£140.00	£120.00	£20.00
06.06.2016	Booking	Shannon (Richard Pumphrey-1/2hr)	Q 660	1	£20.00	£15.00	£5.00
27.05.2016	Livery	Staff / DIY (Patrick)	Q 641	4	£140.00	£120.00	£20.00
27.05.2016	Livery	Staff / DIY (Ki)	Q 641	4	£140.00	£120.00	£20.00

Previous 1 2 3 Next

Total sales	£1,342.00
Cash sales	£0.00
Not yet paid	£0.00
Invoice sales	£1,342.00
Not yet invoiced	£0.00

Send e-mail | Save & Close | Save | Cancel

 **Dark Deer Croft**

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Tel: 01456 476201; email: info@darkdeer.co.uk
VAT Reg. No: 992 8606 68

Royal Bank of Scotland, High Street, Dingwall, IV15 9HL
Swift Code/Bic Code: RBS0882L
IBAN: GB46R80503180100641853
Sort No: 83-18-01
Acct. No: 00641853, Spindrift Partnership

Invoice

Invoice No: **641**
Date: **27/05/2016**
Terms: **7 days**
Due Date: **03/06/2016**

Date	Description	Quantity	Unit Price	VAT Code	Net Amount
07/05/2016	Claire (Ernest Clinic)	1.0	£79.17	S*	£79.17
07/05/2016	Ernest Clinic	1.0	£79.17	S*	£79.17
08/05/2016	Ernest Clinic	1.0	£79.17	S*	£79.17
15/05/2016	Eden & Jimmy (Clinic)	1.0	£66.67	S*	£66.67
15/05/2016	UJA (UJA/AA/SAA)	1.0	£20.83	S*	£20.83
27/05/2016	Staff / DIY (Patrick)	4.0	£35.00	Z	£140.00
27/05/2016	Staff / DIY (Ki)	4.0	£35.00	Z	£140.00

* VAT is included in the unit price

Code	Rate	Net Amount	VAT Amount
S	20%	£325.00	£65.00
B	5%	£0.00	£0.00
Z	0%	£280.00	£0.00
X	0%	£0.00	£0.00
Totals		£605.00	£65.00

Total Net: £605.00
VAT: £65.00

Amount Paid: £633.00
Amount Due: £37.00



The Point of Sale Module

This additional module provides you with three pieces of hardware:

- 1) A cash drawer
- 2) A thermal receipt printer
- 3) A touch screen

In addition, the yardapp program has a PoS menu option. This invokes a form on the touch screen where cash sales can be entered by touching the large "soft buttons". In fact, all transactions involving cash are done through this screen. It is similar to the system used in many restaurants where the different soft buttons are used for the different meals/

When a customer comes to the office to pay, use this screen to find the customer if they are a regular client, or use the "anonymous" customer if they are a "one-off". Then enter the products they have bought and press the button. The cash drawer will open so you can deposit the money and a sales receipt will be printed on the receipt printer.

The system also allows you to withdraw cash from the drawer and to balance the cash against the sales and withdrawals.

Did you know?

If you have a good internet connection, there is no need to buy expensive servers and set up local area networks. Yardapp takes advantage of cloud computing and Wi-Fi to give you a zero cost of entry. If your internet service is not reliable, then we can provide a cost effective local server which will take over in the event of the internet going down.

P.S. If you have no internet, have a look at a satellite based system. They work anywhere and the costs are now affordable.

The Technology

Yardapp is a web application or "web-app". This means that it uses computers in the cloud to hold the database with the user interface being written to work in a browser such as Internet Explorer, Chrome, Firefox, etc. To run the application you simply enter the URL into the browser just as you would if wanted to bring up any other web site. It will work with a variety of browsers including Safari so it will run on an Apple as well as a PC.

This architecture means that there is no complicated set-up required. Once you have registered with us and obtained an activation code, you simply logon to the web-site and get started. It is very easy to use and has been designed to be very responsive with the results from enquiries displayed in seconds not minutes.

With the database being held in the cloud, the service provider will back up your data automatically every 4 hours and we can easily increase the computing resources as the customer base grows. You do not have to be concerned with any of the issues and chores associated with having your own server and local area network (LAN).

Software upgrades and bug fixes are made on the cloud based server and are then instantly available to all customers. There is no need for upgrade discs or for you to download updates as nothing resides on your local machine.

In summary, yardapp is a very modern product written from scratch and is consequently very low maintenance and requires no up-front cost (unless you want the PoS system where you need to buy the hardware listed above.)

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Functional High-lights

When trying to write a product for a wide audience, there are two approaches, the first is to try and include every possible option so, for example, we could include every possible lesson type, private, pairs, group, own horse, yard horse, 30 minutes, 45 minutes, etc. The number of permutations is huge and the software becomes unwieldy and very clumsy to use.

With yardapp, you are able to define your own events, so if you only have 5 types of lessons, then this is all you need to define. It takes a little longer to set-up as you have to define all your own events, but this is a one-time-only job and subsequently everything is so much easier and simpler. In fact you can define complex events such as 3 day clinics which have a maximum number of pupils and a number of "sub-events". (this ability to define sub-events is very powerful so you can have lessons within a clinic for example).

We have taken this approach to all aspects of the product so you describe your own events, products and services. Once defined these are then available within the sales system so that invoices can be quickly and easily produced and emailed to the clients.

The invoicing and payments system is very quick. Find the customer, enter the items they have bought and then put them onto an invoice. Click on a button and it will send the invoice to the customer.

You can send emails to all your clients or to sub-sets of them.

The diary system is shown below and it integrates the activities on the day book with the events occurring during the day. You can see the whole week at a glance and it even displays the revenue, costs and gross margin for all the events on the display.

The screenshot displays the yardapp interface. On the left, a sidebar menu includes options like Dashboard, Diary, Customers, Transactions, Invoices, Horses, and Reference. The main area shows a list of event types with columns for Name, Default duration, Places limit, and Revenue structure. Below this list, a summary table shows financial data: Gross revenue (£247.50), Gross costs (£83.33), Gross margin (£164.17), VAT (£-36.11), and Net margin (£128.06). On the right, a calendar view for June 2016 shows a grid of days with various events scheduled, such as 'Feed Robyn, Pur', 'Alfie loose schoo', and 'Sky (Lunging of Horse) 1/1'.

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Dark Deer Software Ltd.

Dark Deer staff are qualified in a number of relevant disciplines:

Siobhan Thomson, M.A. is a qualified BHS riding instructor as well being a Centred Riding Instructor. She has been teaching and competing for 15 years and now manages Dark Deer Croft, the equestrian centre where we developed Pavlov. She now teaches riding using Pavlov.

Neil Thomson, B.Sc., M.Sc., PhD performed research at the Cambridge Applied Psychology Unit and specialized in human learning and memory. He was a lecturer at York University before leaving to start a computer software business. He was latterly Chief Technology Officer of Microgen plc where he managed 100 technical staff and was responsible for software product development.

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