



Dark Deer Ltd



# Showmanager

How to save time & money

While delivering excellent Equestrian events

SIMPLE

AFFORDABLE

FUNCTIONAL



Dark Deer Ltd

V2.0

showmanager

# Product Description

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## Introduction

Managing show jumping, dressage and Equestrian events is challenging enough without the complication of using a range of manual processes or different soft applications. This can be hugely time consuming and expensive.

**Now there is a better way with Showmanager** for managing all types of Equestrian disciplines: Show Jumping, Dressage and Eventing. It allows you to choose just the applications you need and pay for them on a subscription basis, with minimum upfront costs, so that you only pay for as little or as much you need. These are the different applications available:

- Scheduling & Results
- Class Entry
- Website Integration
- Onsite Judging & Collecting Ring systems
- Membership & Marketing database
- Financial Reporting & Management
- Mobile Telephones and SMART Applications

## The Design

**Showmanager** has been designed to incorporate the expertise and know-how from experienced equestrian centre owners, riders and event judges. The modular design of the software components and the modern architecture facilitates them, working with your existing systems, websites and infrastructure. **Showmanager** is designed to manage all aspects of the event or Show as a "JOINED-UP" solution, that will save you time and money and help you deliver well-run events that are appreciated by everyone.

## The Benefits

Whether using individual tools and systems, or simply writing everything down on paper, if the information is not integrated or shared across the Competition centre, then someone, somewhere has to link each of the tasks and bits of information together, **This means extra time and cost!** Most Equestrian Competition centres today have a lot of different technology and software that they can use including:

1. Electronic Wireless timing systems
2. Invoicing applications and spreadsheets
3. Judging applications
4. Radio walkie-talkies
5. Online entries
6. Video streaming to TVs and websites
7. Membership databases
8. Customer Lists
9. Commentators Databases and information
10. Point of Sales (POS) terminals where payments are taken

The challenge is that these tend to be standalone or "silo" technologies that are seldom, if ever, integrated and do not talk to each other. They have access to, use and store lots of information, and while individually they do their own single set of tasks extremely well, they are not **"JOINED-UP"**, and the information cannot be re-used.

The information can only be shared by additional human interaction and effort, which is time consuming, clumsy and expensive. At best this can result in just extra costs and extra manpower required to run the show; and at worst it can be the difference between a show running smoothly or delays and interruptions, that materially can impact the overall efficiency of the Competition centre, and the competitors enjoyment.

Poorly run shows inevitably mean that the subsequent shows are not as well supported because nobody wants to have to wait around all the time not knowing what is going on, and everyone wants to compete where the shows are run efficiently, and on-time. Everyone!, Organisers, Competitors, Owners and Spectators needs to know what is going on and what will happen next.....they want to be properly informed.

**Showmanager** creates these **"JOINED-UP"** systems and software, where information collected at each stage is shared across a common database so it can be re-used where needed, and displayed to keep people regularly updated with the shows progress.

**Showmanager** was designed from its inception to do this task and link together all the disparate systems so that information flows across the show and in the arenas.

## How it Works

All that is required to access the software is a standard computer, PC/laptop or tablet with connection to the Internet. You don't need to worry about anything, just fire up your PC and Login. All the processing technology, hardware and software for **showmanager** reside off-site in a secure "Cloud" Datacentre accessed via the Internet.

The software has been developed so that it is compatible with most other common software systems and information such as Schedules, Results and Membership details which can be shared, displayed, exported/imported and simply integrated with your website.



## Applications

### 1. Scheduling & Results Application

This module allows organisers to administrate and set up forthcoming Events using simple templates and approved formats from the governing bodies to include:

- Events scheduled into a centralised published web diary
- Allocation of classes and sub classes to shows
- Ring allocation
- Show type
- Judges & Course designers
- Prize money and timing

Dashboard

Diary

Competitions

Customers

Transactions

Invoices

Horses

Reference

Competitions

+ New

Search ...

Filters click to unfold

Name	Type	Status	Dates	Classes	Entries	Actions	
Senior BS Thursday TEMPLATE	Showjumping	Affiliated	Planned	31.10.2017 - 31.10.2017	16	0	
Trailblazers & Unaffiliated Showjumping 21st October 2017	Showjumping	Open	21.10.2017 - 21.10.2017	18	0		
British Dressage 30th September 2017	Dressage	Completed	30.09.2017 - 30.09.2017	1	1		
Senior BS Thursday 28th September	Showjumping	Affiliated	Comp				
Senior BS Sunday 24th September	Showjumping	Affiliated	Comp				
Roy's Memorial Show 23rd September	Showjumping	Comp					
Senior BS Thursday 21st September 2017	Showjumping	Affiliated	Comp				
Senior BS Sunday 17th September 2017	Showjumping	Affiliated	Comp				
Macmillan Charity Show 2017	Showjumping	Comp					
Senior BS Thursday 14th September 2017	Showjumping	Affiliated	Comp				

Competition Senior BS Thursday 28th September

Basic data

Classes 16

Entry / First Aid Costs

Name:

Senior BS Thursday 28th September

Start:

28.09.2017

End:

28.09.2017

Type:

Showjumping

Status:

Completed

Affiliated:

☒

Competition Senior BS Thursday 28th September

Basic data

Classes 16

Entry / First Aid Costs

+ New class

John Wells Arena

Weston Arena

No	Name	Type	Time	Status	Cost	Entries	Actions	
1	1.05m Open	Affiliated	Single Phase	09:00 - 09:15	Completed	£15.00	5	
2	Connelly's Redmills Newcomers	Affiliated Split	Single Phase	09:25 - 09:52	Completed	£16.00	7	
2a	Weston Lawns 1.10m Open	Affiliated Split 2	Single Phase	09:25 - 09:52	Completed	£16.00	2	
3	1.15m Open	Affiliated	Table A4	10:02 - 10:23	Completed	£17.00	7	
4	Equitop Myoplast Foxhunter	Affiliated Split	Table A7	12:48 - 13:04	Completed	£17.00	6	
4a	Foxhunter-Weston Lawns Open section	Affiliated Split 4	Table A7	12:48 - 13:04	Completed	£17.00	2	
5	ABC Handicap (C Section)	Affiliated Split Handicap	Single Phase	14:41 - 13:14	Open	£20.00	0	
5a	ABC Handicap (A&B Section)	Affiliated Split Handicap 5	Single Phase	14:41 - 13:14	Open	£20.00	0	



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lass

Basic data Judges / Course Designers Judging Options Prizes Costs

Config

umber: 2a

ame: Weston Lawns 1.10m Open

ype: Single Phase

rena: John Wells Arena

ate: 28.09.2017

st. Start Time: 09 : 25 ☐ Don't start before?

tatus: Completed

ponsor: towerlands

ffiliated: ☒

Scheduled shows can be exported for governing body approval and for publishing on websites, magazines, or on-site display equipment. This module also manages the allocation of ancillary show services such as stabling for horses, feeds, and hook-ups.

## B S J A

## RESULTS OF JUMPING CLASSES HELD AT SHOWS AFFILIATED TO THE B S J A

Full title of show		Senior BS Thursday 14th September 2017		Held At		Weston Lawns Equitation		On		14.09.2017			
Class No.		1		Class		1.05m Open		No. of starters		24			
Class Start Time:		08:55		Class Finish Time:									
BSJA Panel Official		Name		BSJA No.		Signature		BSJA Panel Official		Name		BSJA No.	
Officiating Judge		Pamela Smith						Course Designer		Alison Naylor		42563	
Time Judge		Sue Murray						Assistant Course Designer					
Other Officiating Judge													

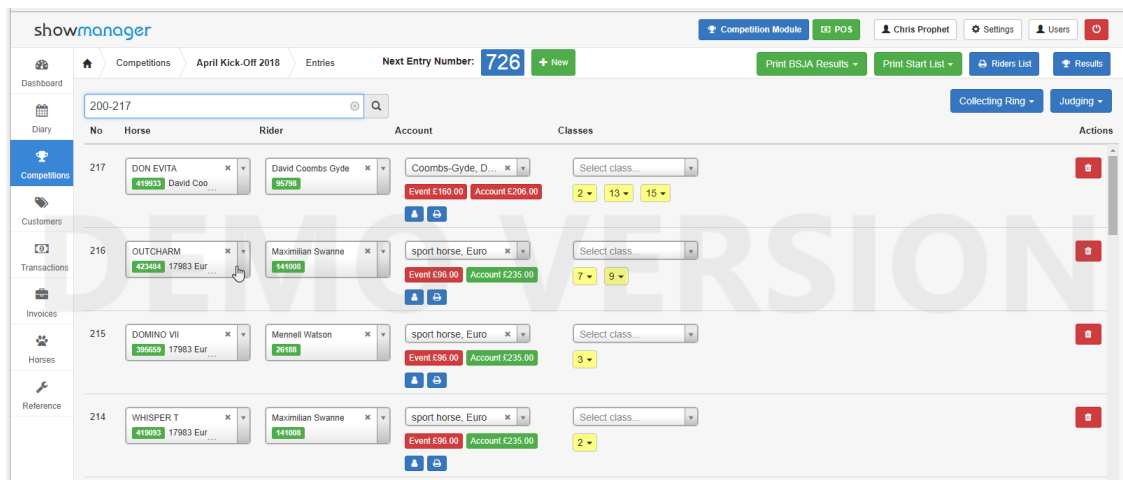
**QUALIFIERS:** If the rules for the competition state that it qualifies for any further competitions please enter Q or DC in the first column against those which qualify:

Q DC	Place	Entry	Horse or pony name	BSJA No.	Owner's name	Rider's name	Rider's BSJA No.	Amount won
DC	1	3	KILJAMES BROWN THOMAS	407196	Tammie Corser	Jessica Corser	142606	£35.00
DC	2	37	FRESCO R JEWEL	410930	Amanda King	David Wingrove	90779	£20.00
DC	3	6	TGF COLOUR CONFETTI	397975	Donna Cope	Donna Cope	42407	£18.00
DC	4	24	JUST JIMMY VI	418100	Brian Greaves	David Coombs Gyde	95798	£15.00
DC	5	27	CATCH THE BEEVER	387931	Phillip Burton	Robert Snaddon	32241	£15.00
DC	6	28	HIKITA	413759	Jane Heerbeck	John-Paul Sheffield	47324	£0.00
DC	7	15	GINADINA PP	415566	Charlotte Barry	Charlotte Barry	122085	£0.00
DC	8	13	CARENIA	410330	Chris Swinbank	Nicola Swinbank	74599	£0.00
DC	9	7	TIA Z	417257	Rebecca Williams	Lauren Williams	119900	£0.00
DC	10	8	GREENACRES DIARADA	419750	Greenacres Stud	Lauren Williams	119900	£0.00
	11	23	Port Royal	410192	11662	Ian Marklew	20929	£0.00
	12	16	JOLLY JUMPER VAN EUVERBRAEKE	416294	Olivia Chamberlain	Thomas Dovkants	138755	£0.00
	13	25	JOE JUNEAU	412972	Lucy Palmer	Helen Pugh	100283	£0.00
	14	4	WALALA	415879	Tanya Kyle	Kirsty Buchanan	146635	£0.00
	15	40	CO STAR III	402050	Victoria Labey	Victoria Labey	98678	£0.00

1/2

## 2. Class Entry Application

Class entry allows for both on-line registration of the riders and horses into Event Classes and the manual entry and overriding control of the same details by the organiser's admin staff. **showmanager** links in to all of the different Databases that are used on-site (the Organiser's Customer lists) so that for all events, the Horse/Rider/Owner details are already present and recognised immediately. The software supports the normal payment gateways such as PayPal, Sage, Worldpay, Stripe etc. as well as payments by cheque or cash on the day of the event.



As soon as the Competitor is entered in to the class, the software looks up the Class entry fee and automatically adds that on to the account of the competitor ensuring all entries are properly accounted for. The Competitors (Horse and Rider) are automatically added on to the start list for each class and appear in the Collecting Ring sub-system ready to be declared. Competitors can be simply and quickly moved in and out of the classes they require on demand and the Competitors account is instantly update as appropriate.

## 3. Website Integration Application

**showmanager** can be completely integrated into your existing website to provide on-line self-service registration against specific classes on specific show days. Riders can register and pay on-line, and the information is then dynamically entered into the **Showmanager** database which removes multiple entry of the same data. Accounts can be set up and managed for entry fees as well as all other on-site expenses associated with the show. The website can have live feeds of each class as it happens on show days,



so competitors can see all of the relevant details about class numbers, estimated class start times and potential delays, as well as the latest results.

Live Class Updates, Entry numbers and Real time Live Class Judging Results. Dark deer is a website developer, so if you don't have a website yet we can design implement and host it all for you as well.

- Entries
- Class Status
- Live Results
- Drawn Order
- Historical Results**

Senior BS 10th August 2017

Historical Results

Search

Class	Officiating Judge	Time Judge	Course Designer	Results
1. 1.05m Open	Pamela Smith	Sue Murray	Beau Wood	<a href="#">Print</a>
2. Connelly's Redmills Newcomers	Pamela Smith	Sue Murray	Beau Wood	<a href="#">Print</a>
3. 1.15m Open	Pamela Smith	Sue Murray	Beau Wood	<a href="#">Print</a>
4. Equitop Myoplast Foxhunter	Pamela Smith	Sue Murray	Beau Wood	<a href="#">Print</a>
5. ABC Handicap (C Section)	Pamela Smith	Sue Murray	Beau Wood	<a href="#">Print</a>
6. Clear Round				<a href="#">Print</a>
7. 80cm BS Club/Unaffiliated Open	Rachel Horton Barr	Lillian Dawson	Mike Benfield	<a href="#">Print</a>
8. Dodson & Horrell 85cm National Amateur Championship Qualifier	Rachel Horton Barr	Lillian Dawson	Mike Benfield	<a href="#">Print</a>
9. KBIS Insurance Senior British Novice	Rachel Horton Barr	Lillian Dawson	Mike Benfield	<a href="#">Print</a>
10. Dodson & Horrell 95cm National Amateur Championship Qualifier	Rachel Horton Barr	Lillian Dawson	Mike Benfield	<a href="#">Print</a>
11. Senior Discovery Championship	Rachel Horton Barr	Lillian Dawson	Mike Benfield	<a href="#">Print</a>
12. Dodson & Horrell 1.05m National Amateur Championship Qualifier	Rachel Horton Barr	Lillian Dawson	Mike Benfield	<a href="#">Print</a>

## Real Time Display

### 4. Onsite Judging & Collecting Ring Applications

Show Jumping, Dressage and Cross Country/Arena Eventing all have different Judging mechanisms and elements of these can be automated. Show Jumping is the simplest of these to automate and **showmanager** offers a comprehensive Judging sub-system that is integrated in to the heart of the system so that Entries, Horse and Rider, faults, times, Class conditions and rules are all provided in a simple format for the Judges to effectively manage each class to a conclusion.

Young Horse Championships 2017

To Jump: 3

Declared: 7

13 - Weston Lawns 90cm Open (IN PROGRESS)

JUDGING

Competitors 7

Results

Search

4 56 CAMORASUN Mia Webb JUMPING NOW

5 55 E YOU TUBE Cindy Jayne

6 54 BEAUSICA LYDOR Julia Nelson

8 52 VIVALDI VI Caroline Hulm

1 53 Dobbin Chris Ptrophet COMPLETED

2 58 HEARTSTRING Jamie Wingrove 2nd COMPLETED

3 57 TYPHOON UK Matthew Jameson 1st COMPLETED

56 CAMORASUN Mia Webb

Owner: Luigina Webb

NOT JUDGING

1 90 s 89.99 s 8 0 8 0 8

2 90 s 0 s 0 s 4 4 8 0 8

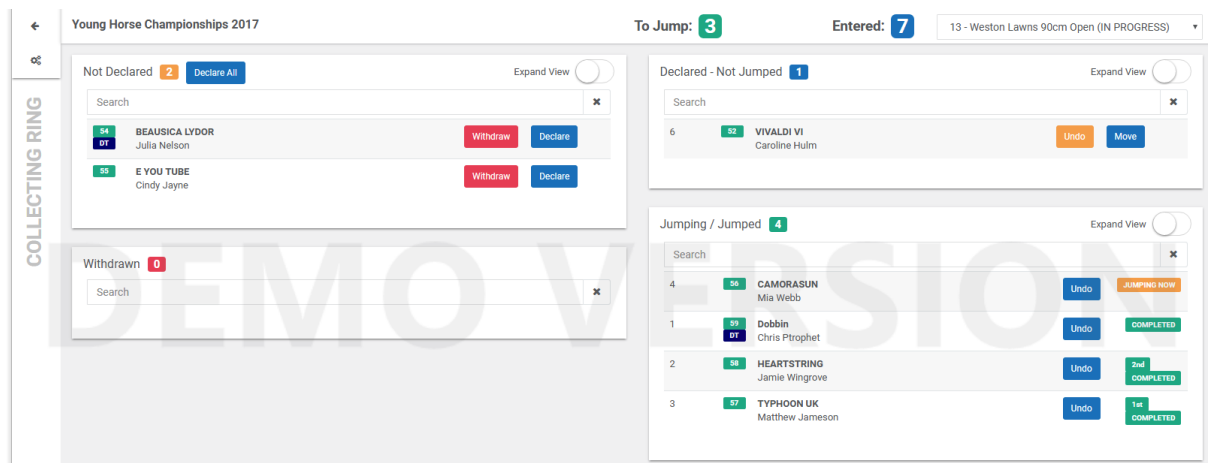
Total Faults 12 4 16 0 16

Time Recorded (s): 75.43

Time Penalties (s): 0

Notes:

A Collecting Ring sub-system provides multiple links to the warm up areas. The collecting ring system allows a declarations list to be compiled from the warm up area which then transfers to the judging system under 'jumping order'. The collecting ring system allows the steward to view a full start list for each class, and to enable a competitor's entry number to be looked up if they don't know it! From the same screen the competitor's entries can be clearly seen and declared or withdrawn as appropriate, or moved to another slot.



The Complete Judging subsystem can be linked to the Dark Deer Timing systems and displays so that the timing data is automatically fed into the judging module. It can also be linked to larger displays which as well as showing the time, can display the horse and rider's name, as well as additional information on the current class Results, positions and "time to beat".

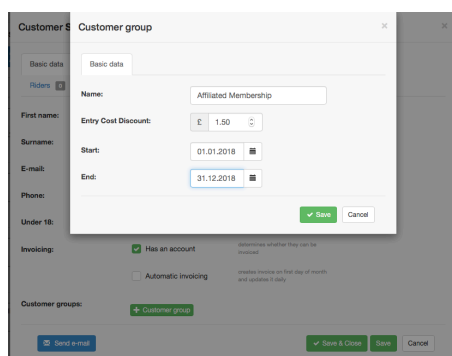
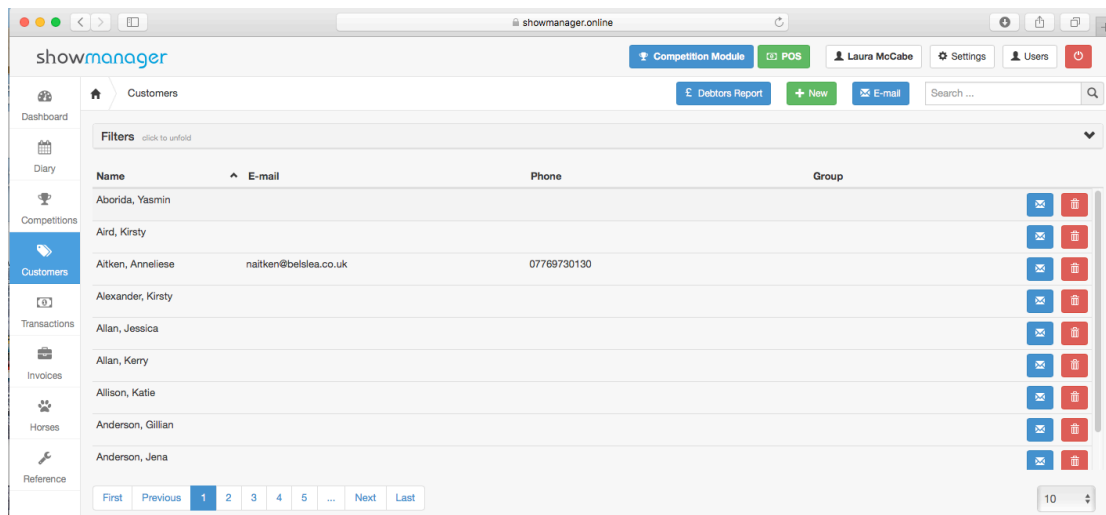


The same information can similarly be displayed on restaurant screens (monitors) and other displays in Public areas as required.



## 5. Membership & Marketing Applications

Some Equestrian Show centres offer membership systems, which allow the participants to accrue benefits. These may be reduced entry fees, special shows, shopping discounts or alternative vouchers of similar value. Not everyone who has an account or rides at an arena has to be a member but from the organisers point of view, offering membership allows them to keep in closer contact with the riders by email, letter, SMS text etc. to make them aware of special offers and forthcoming events. **showmanager** allows Equestrian centres to create a Membership database entry, as competitors register for individual Events and classes, which can be used for marketing and benefit recognition. Similarly discounts for entries can be applied dynamically without any manual intervention saving time and improving the service.





## 6. Financial Reporting & Management

Part of the Management for any Show is the ability to be able to manage the finances to ensure that every entry, and additional products and services (stables, hook-ups etc) purchased, and Prize money won is effectively accounted for. **showmanager** can provide a ledger or an account for each client or Business so that the Equestrian Centre can provide a detailed bill or invoice detailing all the costs incurred, payments made and credits won from Prize money. In addition, the system can produce a statement for a client between any two dates allowing the customer to see the makeup of their current balance.

There is a Point of Sale (POS) screen where you just quickly want to take the money and record payments and refunds, which can be integrated with a cash drawer and cash-reconciliation report.

The software also provides complete reports on all the Shows activities, revenues costs and profit and can export these to Microsoft Excel for further processing or integration in to Accounting systems, or similar software.



Western Levens Equitation  
Medenham Road, Walsingham, Norfolk  
CV12 9JA  
01333 44 55 666  
WORLD CLASS EQUESTRIAN EVENTS

Created: 13/10/2017 15:42

Date: 13/10/2017  
Customer: Wingrove, Jamie  
Address:

### Young Horse Championships 2017

#### Class Entries

Date	Name	Amount
03/08/2017	HEARTSTRING - Entry #58 (Class: 6)	-£1.50
04/08/2017	HEARTSTRING - Entry #58 (Class: 13)	£12.50
03/08/2017	HEARTSTRING - Entry #58 (Class: 8)	£12.50
03/08/2017	HEARTSTRING - Entry #58 (Class: 5)	£15.50
03/08/2017	HEARTSTRING - Entry #58 (Class: 9)	£17.00
<b>Total</b>		<b>£56.00</b>

#### Stabling & Sundry Items

Date	Name	Amount
12/08/2017	First Aid	£4.00
<b>Total</b>		<b>£4.00</b>

#### Prize Money

Date	Name	Amount
03/08/2017	HEARTSTRING - Entry #58 (Class: 6, Position: 1)	£0.00
03/08/2017	HEARTSTRING - Entry #58 (Class: 8, Position: 1)	-£30.00
03/08/2017	HEARTSTRING - Entry #58 (Class: 4, Position: 1)	-£55.00
<b>Total</b>		<b>-£85.00</b>

Event Total -£25.00

Event Balance -£25.00

Previous Balance £0.00

	A	B	C	D	E	F	G	H	I	J
1	Young Horse Competition 3rd-6th August 2017									
2	Item	Quantity	Total Revenue	Cash	Cheque	Credit Card	Online	Other / not defined	Total Payments	Unpaid
3	Entries	80	1228	0	0	0	0	0	0	1228
4	Day Tickets	9	36	0	0	0	0	0	0	36
5	Other Sales	118	10073	0	0	548	0	0	548	9525
6	Prizes	12	-525	0	0	0	0	0	0	-525
7	Total		10812	0	0	548	0	0	548	10264
8										
9										

The Reports include a full Profit and Loss analysis for each Event including:

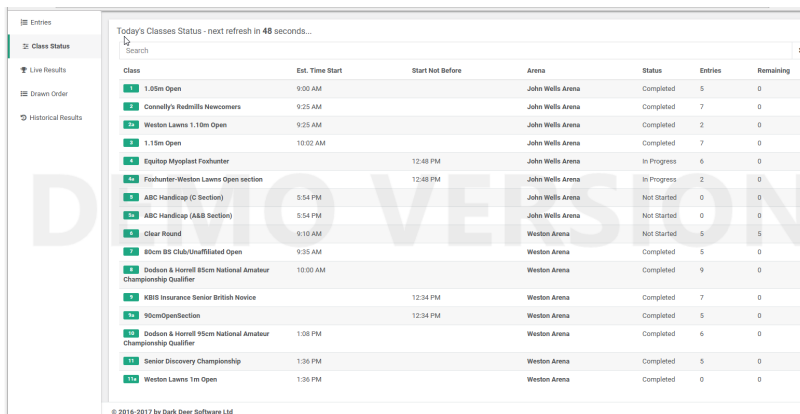
- Prize money
- Other Income
  - Stables
  - Haylage
  - Hook ups
  - First Aid
- Outstanding Accounts
  - Creditors
  - Debtors
- Income by Class
- Expenses

## 7. Mobile Telephones and SMART Applications

**showmanager** can share all of the information on the show status, competitor and horse details, results and entry information on a personalised application that can be downloaded by your clients spectators and riders. The software is available for all types of SMART phones. Integration in to the main database allows the software to provide a number of notifications and dynamic text updates to the phone including:

- Proactive alerts to make competitors aware
- General updates on the Event's progress
- Class results as they unravel
- Rider alerts when they are due to ride
- Event updates on timing and class

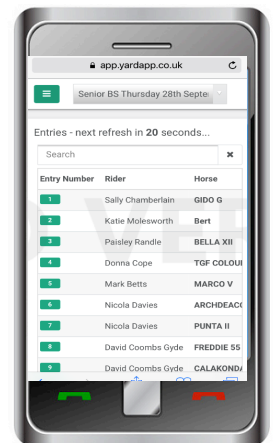
**Showmanager** provides access to a display portal, which is optimised for mobile phones so that Organisers, Riders and Spectators can access the latest information about the show:



Today's Classes Status - next refresh in 48 seconds...

Class	Ext. Time Start	Start Not Before	Arena	Status	Entries	Remaining
1. 1.05m Open	9:00 AM		John Wells Arena	Completed	5	0
2. Connolly's Redmills Newcomers	9:25 AM		John Wells Arena	Completed	7	0
3. Weston Lawns 1.10m Open	9:25 AM		John Wells Arena	Completed	2	0
4. 1.15m Open	10:02 AM		John Wells Arena	Completed	7	0
5. Equulop Myslopst Foxhunter		12:42 PM	John Wells Arena	In Progress	6	0
6. Foxhunter-Weston Lawns Open section		12:45 PM	John Wells Arena	In Progress	2	0
7. ABC Handicap (C Section)	5:54 PM		John Wells Arena	Not Started	0	0
8. ABC Handicap (A&B Section)	5:54 PM		John Wells Arena	Not Started	0	0
9. Clear Round	9:10 AM		Weston Arena	Not Started	5	5
10. BScm BS Club/Unaffiliated Open	9:35 AM		Weston Arena	Completed	5	0
11. Dodson & Horrell BScm National Amateur Championship Qualifier	10:00 AM		Weston Arena	Completed	9	0
12. KBS Insurance Senior British Novice		12:34 PM	Weston Arena	Completed	7	0
13. 90cm Open/Section		12:34 PM	Weston Arena	Completed	5	0
14. Dodson & Horrell 90cm National Amateur Championship Qualifier	1:08 PM		Weston Arena	Completed	6	0
15. Senior Discovery Championship	1:35 PM		Weston Arena	Completed	5	0
16. Weston Lawns 1m Open	1:36 PM		Weston Arena	Completed	0	0

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This includes look-ups for their bridle/entry numbers, Class status, Live Judging, Drawn Orders and a Results archive.

## Dark Deer Ltd

Dark Deer has become a trusted and proven provider to the Equestrian market having provided equipment for use at the UK National Championships in Stoneleigh over the last 2 years.

Last year was an incredible year for Dark Deer as we effectively became the “go to timing solution” for equestrian events. We are told that this is because our equipment is accurate, reliable, simple to set up, easy to use and all at a very reasonable price. We introduced much larger Arena display screens, which we can now show Rider Name, horse name, time, faults and position in the competition and we added Video integration to our expanding integrated portfolio.



## EQUO online Entries

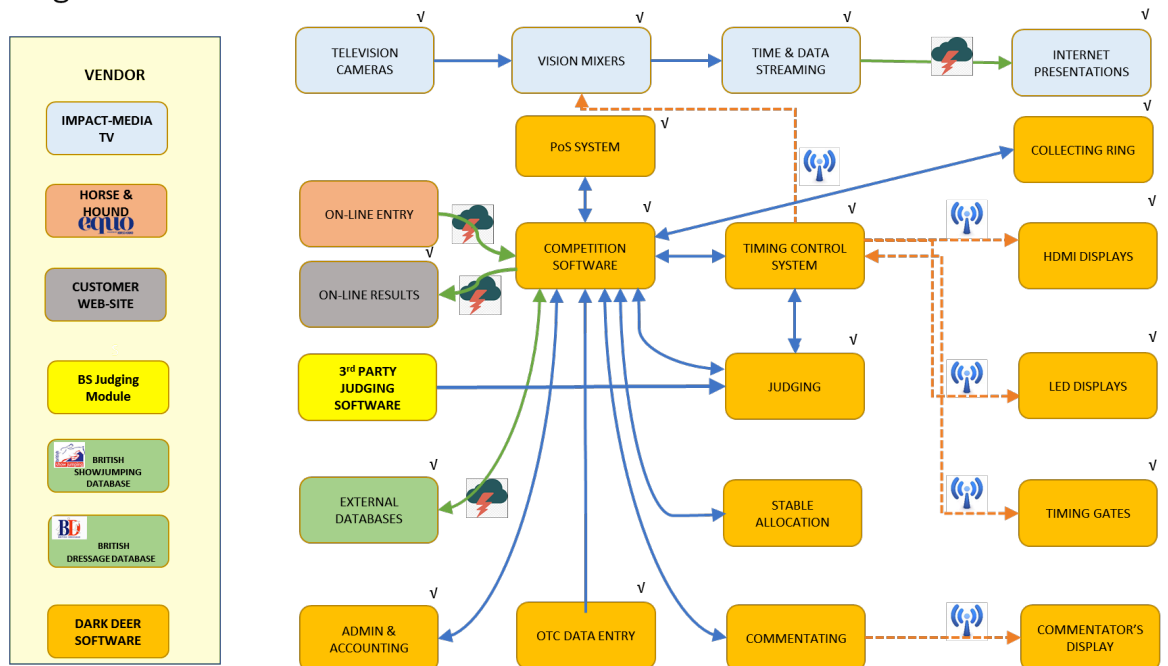


Recently, Dark Deer have formed a strategic partnership with TI Media, the owners of Horse and Hound (“H&H”), whereby Dark Deer now develops, supports and markets EQUO, their online registration product. This too has been integrated within the **Showmanager** suite of products, so that on demand, the complete Show details are automatically published on EQUO showing the class details and available extras (Stables, Hook-ups, Shavings, First Aid etc) that are on offer. EQUO clients can then select the classes and extras they want to purchase online and all entries made are automatically input to the correct classes within **Showmanager** and the payments transferred online. This removes hours of data entry duplication, saves a lot of time, and simplifies the Online entry process for the Organiser. Shows are given more publicity and invariably better attended.

The expanding integration or “**Joined-Up**” story has become an important part of our future because our customers have asked us to help them simplify all the different individual systems and components they use in their Competition centres. Integration means that information, can be more effectively shared, displayed and viewed by spectators, officials, owners and competitors alike.

**Showmanager** delivers this as a simple affordable and highly functional architecture that can be afforded, by even the smallest of clubs, yards and Competition centres..... and you just pay for what you use!!

## An Integrated Solution



## Contact Information

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**SIMPLE      AFFORDABLE      FUNCTIONAL**

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