

GET UPGRADED

HCM asks the industry's leading software suppliers about the new tech and software features you can look forward to getting your hands on in 2019

Health outcomes management and Open Data will continue to be key areas of ongoing development

Sean Maguire, managing director, Legend

LEGEND CLUB MANAGEMENT SYSTEMS

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What new features will you be launching in 2019?

We'll be delivering membership features to enable customers to build innovative new membership packages in a more dynamic way and with self-administration built in.

There'll also be new apps, such as tablet-based active attendance to help in-club bookings and other new app features such as push marketing and referral promotions.

Health outcomes management and Open Data will continue to be key areas of ongoing development.

What makes your system special?

We're differentiating in three key ways: helping customers save money in a tough leisure management climate

which has been caused by reductions in government spending; investing in R&D to help customers keep ahead of the pack; and protecting their data and systems through state-of-the-art servers and security accreditations.

If clients were to vote on three leading USPs in our software solution they're likely to be our reporting functionality, native app, and either digital marketing or integrated website solution.

All these functions have features that help operators save money or engage their customers more effectively.

Our customers also enjoy that we're engaging them, along with our partners and other stakeholders – such as Sport England, ukactive and the Open Data Institute – to further inform the direction of our R&D and investment.

A single platform such as Legend – which is a 'one system, one solution' package – has inherent benefits over older systems. These benefits include greater data quality and developability. These are key to being able to respond quickly to opportunities.

Tell us about your latest contracts

We've had another strong year, with 159 new sites installed to date.

Our most recent wins have been Causeway Coast and Glens BC, Lisburn and Castlereagh CC, and Mid and East Antrim BC, a win which follows the success of Newry Mourne and Down DC and Fermanagh and Omagh DC earlier this year.

Another contract worthy of mention is the City of Toronto, a large project in Canada.

