



# ANCHOR

Marina

MANAGEMENT SOFTWARE

[anchor.anchornize.com/MMS](https://anchor.anchornize.com/MMS)

# Comprehensive Marina Operations Software



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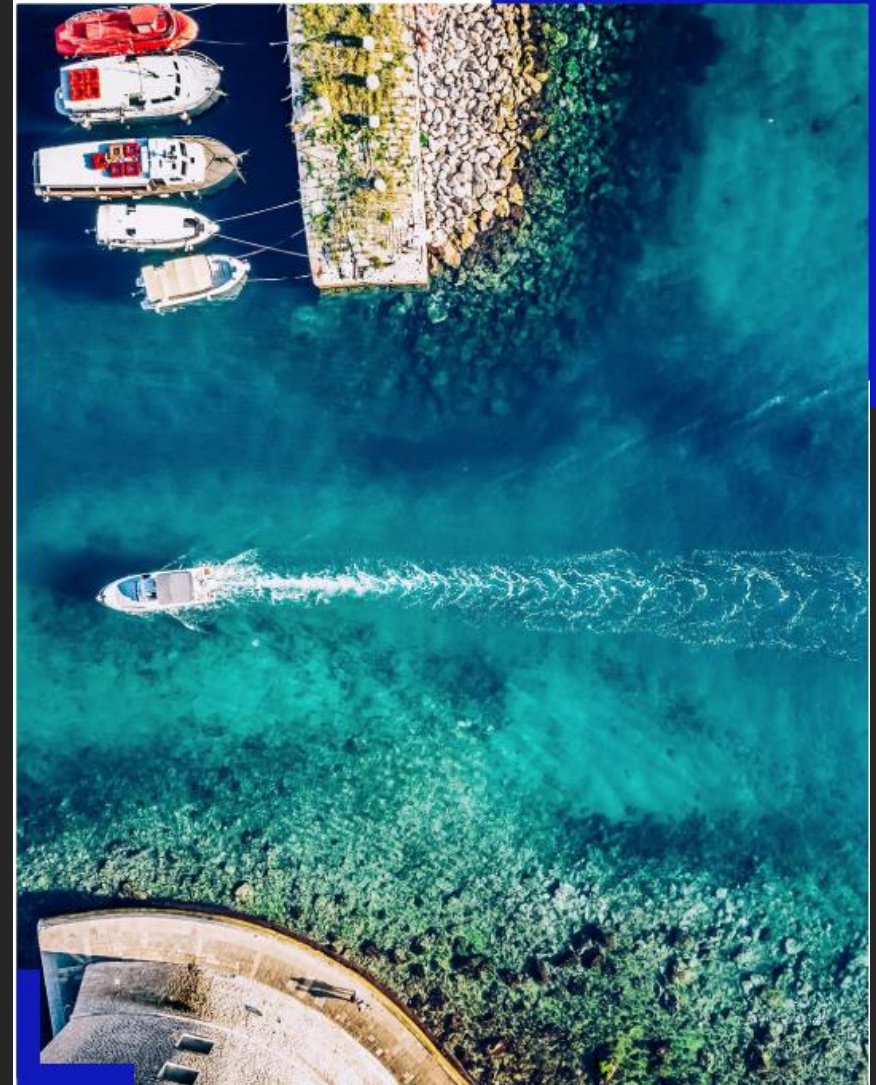
# THE STRATEGIC DIGITAL TRANSFORMATION FOR MARITIME OPERATIONAL EXCELLENCE

Anchor™ MMS is a comprehensive marina management software specifically designed for touristic marinas with complex operational needs, focusing on maritime transportation and boat services.



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***In*** the era of increasing maritime complexity and digital disruption, **Anchor MMS** represents a pivotal technological solution designed to fundamentally reimagine marina operations management. Our platform is tailored to enhance operational efficiency and streamline processes in the maritime industry.

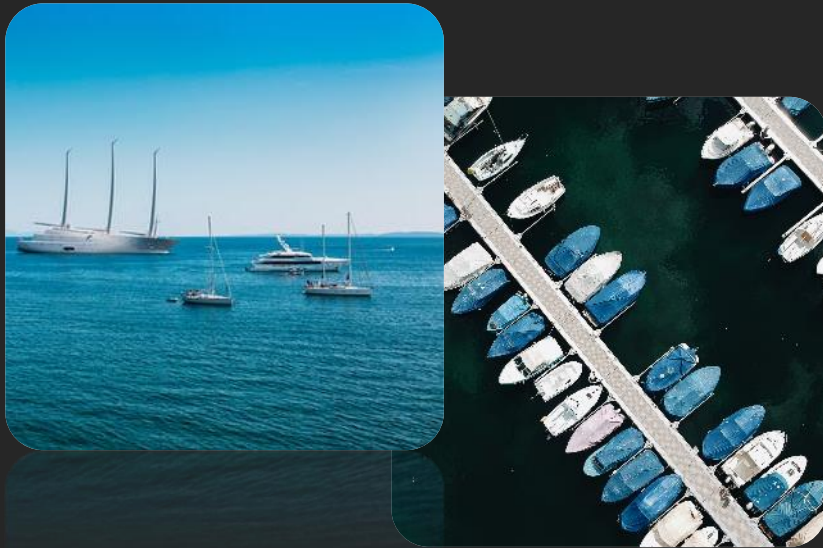




# Touristic Marinas with Two Primary Operation Types

## Marine Tourism Marinas

Serving diving boats, yachts, private boats



## Maritime Line Operators

High-speed crafts, ferries, passenger transportation





# Key Operational Challenges in Tourism Marinas

Anchor MMS – Addressing Challenges



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## 01 REVENUE LEAKAGE

By automating invoicing and correcting passenger data errors, Anchor MMS eliminates revenue losses and ensures financial accuracy.

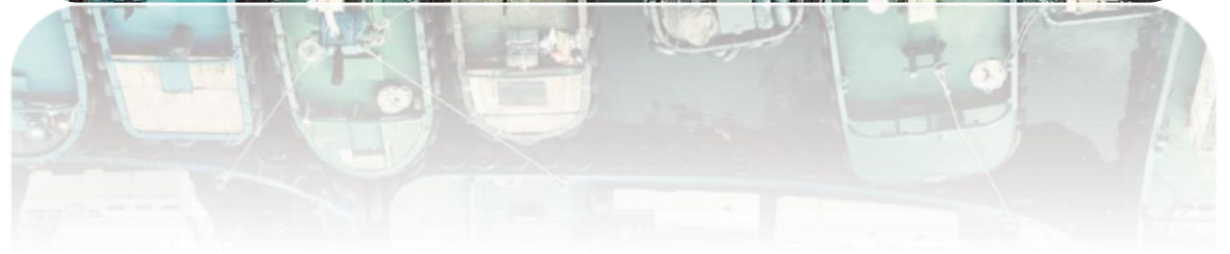




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## 02 OPERATIONAL BOTTLENECKS

Anchornize's digital transformation ethos is embedded in AnchorMMS, replacing manual paperwork with streamlined workflows powered by AI.







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03

## COMPLIANCE AND REGULATIONS OBLIGATION

Automatic document preparation ensures marinas meet legal and governmental requirements swiftly and accurately.





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## 04 CUSTOMER DISSATISFACTION

Real-time processing, mobile app integration, and error-free operations enhance customer satisfaction, improving retention and reputation.





# **ANCHOR MMS: MARINAS' PERFECT OPERATIONAL/FINANCIAL SOLUTION**



# Passenger Management



## Flexible Input Options

Upload passenger lists via **Excel**, **manual entry**, or **system integration**.



## Streamlined Ticketing

Automatically evaluate passenger **ticket types** with precision with power AI.



## Smart Data Accuracy

Leverage **AI-powered cleansing** and **validation** for error-free records.



## Version Control

Stay organized with **version tracking** for passenger lists and onboarding lists.



# OPERATIONAL WORKFLOW OPTIMIZATION

## ■ Trip confirmation tracking (arrival/departure)

Supports tourism marinas by managing passenger list confirmation in multiple stages, starting with draft lists that are finalized upon actual arrival and port entry/leaving, ensuring accurate coordination.

## ■ Governmental document preparation

Simplifies compliance for tourism marinas by automating the creation of required permits, fees, and regulatory documents for smoother operations.

## ■ Custom operational workflows

Empowers marinas to create unique workflows tailored to their specialized services, such as diving excursions or ferry operations seamlessly.

## ■ Mobile Application for On-site Management

Equips marina staff with mobile tools to confirm trip arrivals and departures instantly, supporting real-time updates and on-the-ground efficiency.

## ■ Ticket scanning functionality

Streamlines passenger boarding for tourism marinas by enabling quick and accurate ticket verification, reducing delays, and enhancing visitor experience.



# FINANCIAL MANAGEMENT AND REVENUE PROTECTION

Overview of the Financial Module as a Revenue Protection Ecosystem.

## ■ Complete Accounting Suite

Provides tourism marinas with a fully integrated accounting solution, handling revenue tracking, expense management, and reconciliations to ensure financial clarity across all operations.

## ■ Multi-Currency Support

Simplifies financial management for marinas serving international clients by seamlessly processing transactions in multiple currencies, enhancing convenience and accuracy.

## ■ Accurate Credit and Debit Notes

Ensures that credit and debit notes are generated accurately, maintaining financial integrity.

## ■ Customizable Pricing Rules

Enables marinas to set tailored pricing structures for services like boat docking, fuel, and maritime transporters, adapting easily to seasonal demands or client-specific agreements.

## ■ Comprehensive Reporting Tools

Offers tourism marinas detailed financial reports, from revenue breakdowns to cost analysis, empowering data-driven decision-making and enhanced financial planning.

# FINANCIAL IMPACT AND OPERATIONAL EFFICIENCY

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## ■ Revenue Protection

- ❑ Prevents Revenue Leakage Through Precise Passenger Tracking.
- ❑ Eliminates Billing Errors That Result in Financial Discrepancies
- ❑ Enables Accurate Invoicing with AI-Powered Ticket Type Evaluation

## ■ Cost Reduction

- ❑ Minimizes Manual Processing Time
- ❑ Reduces Administrative Overhead
- ❑ Eliminates Costly Manual Data Entry

## ■ Operational Loss Prevention

- ❑ Mitigates financial risks from incorrect passenger documentation
- ❑ Reduces potential fines from governmental reporting inaccuracies
- ❑ Prevents revenue losses due to incomplete or incorrect invoicing

## ■ ROI Acceleration

- ❑ Speeds Up Operational Workflows
- ❑ Provides Real-Time Financial Insights
- ❑ Enables Data-Driven Decision-Making
- ❑ Reduces Operational Expenses Through Intelligent Automation

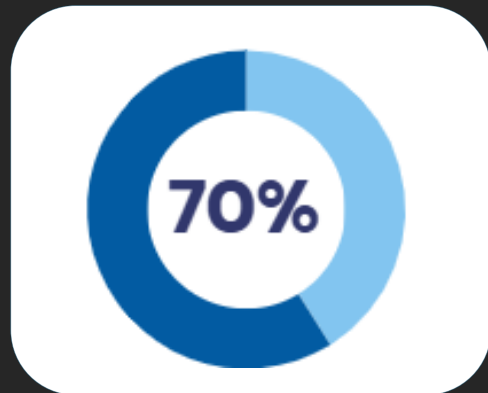
# COST REDUCTION



## Cutting Costs Without Compromising Quality

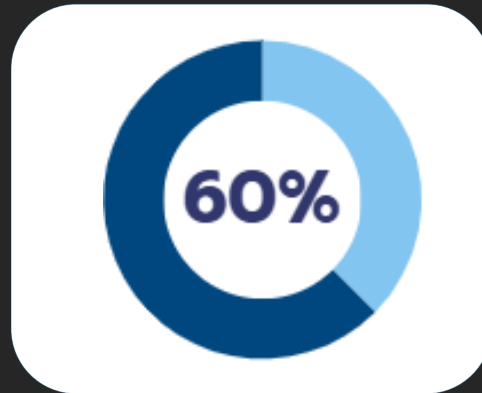
### Minimizes Manual Processing Time

Anchor MMS automates critical tasks like scheduling and passenger management, drastically reducing the time needed for manual processing and freeing staff to focus on customer service.



### Reduces Administrative Overhead

By streamlining operations such as invoicing and compliance tracking, the system lowers reliance on extensive administrative teams, cutting labor costs for tourism marinas.



### Eliminates Costly Manual Data Entry

Automation reduces errors in data entry, ensuring financial accuracy while saving the costs associated with correcting mistakes or reconciling mismatched records.





# OPERATIONAL LOSS PREVENTION

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Safeguarding Efficiency and Revenue

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**AI & Machine Learning Integration**

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**Comprehensive System Logging**

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**Mobile Application Support**

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**Multi-user Access Control**

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**Intuitive Dashboards**

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# UNIQUE ASPECTS OF ANCHOR MMS

Anchor MMS stands out from other management software with its distinctive features tailored to the maritime industry.





01

# INDUSTRY-FIRST CAPABILITIES

Tailored to the unique needs of maritime transport, Anchor MMS optimizes operations for ferry and transport lines, enhancing efficiency and streamlining passenger services.

With Anchor™ MMS's customizable workflow engine, you can optimize your operations and provide top-notch service to your customers.



02

# AI-DRIVEN PASSENGER TICKET EVALUATION

Leveraging AI; Anchor MMS automatically evaluates and verifies ticket data, ensuring accurate pricing, categorization, and preventing fraud for smooth passenger boarding and billing.



03

# PRE-TRIP CONFIRMATION EVALUATION MECHANISM

Anchor MMS evaluates trips before final confirmation, ensuring that schedules, boat details, and passenger details are accurately assessed, preventing operational disruptions.



04

# FLEXIBLE DEPLOYMENT (ON-PREMISE OR CLOUD-BASED)

Offers flexibility in deployment, allowing marinas and transporters to choose between on-premise or cloud-based solutions, providing scalability and control over their infrastructure.





05

# HIGH CONCURRENCY AND WORKLOAD SUPPORT

Anchor MMS supports high concurrency, handling large volumes of transactions and data simultaneously, making it ideal for busy tourism marinas and maritime transporters.



06

# INTEGRATION APIS FOR LEGAL AUTHORITIES

Facilitates seamless integration with legal and regulatory authorities through robust APIs, ensuring compliance with maritime laws and regulations for smooth and secure operations.





08

# MOBILE-FIRST OPERATIONAL CONFIRMATION APPROACH

Employs a mobile-first strategy for operational confirmations, allowing for flexibility and convenience in management.



# Anchor MMS: Powering Every Aspect of Marina Operations



# SEAMLESS SUPPORT FOR EVERY MARINA SERVICE

Anchor MMS supports marinas that provide:

## Berthing services

Streamlines berth allocation and scheduling, ensuring optimal space utilization and faster guest check-ins.

1

8

## Long-term overnight stays

Manages bookings and services for extended stays, offering a seamless experience for long-term guests.

2

7

## Document preparation

Automates the creation of legal and operational documents, reducing administrative workload and ensuring compliance.

## Repair and maintenance facilities

Tracks service requests and schedules maintenance activities, ensuring readiness and reliability of marina infrastructure.

3

6

## Governmental authority liaison

Facilitates seamless communication and reporting to regulatory bodies, minimizing delays and penalties.

## Docking services (tugging, pilot services)

Optimizes scheduling and coordination for docking assistance, improving safety and time efficiency.

4

5

## Dock services (electricity, water, sewage removal)

Tracks and manages essential dockside utilities, enhancing operational efficiency and guest satisfaction.

## Communication with Customs, Coast Guard, and Health Authorities

Provides real-time integration for smooth interaction with critical authorities, ensuring swift approvals.





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# ANCHOR™ MMS SCREENS

Overview | New Process | Drafts | Confirmed | Cancelled

ID: 1 (Draft) - Taba  
Onboarding - Maritime Transporter

Tools: Boats, Customers, Invoicing, System Logs, Operations, Services and Pricing, Reports, Setup

Passengers Arrival List | Passengers Departure List | Draft Invoices

(Arrival) List versions: 10 Passengers, 0 Selected

Select	Sl.	First Name	Last Name	Passport No.	Passport Exp.	Nationality	Do.B	Age	Tour Ag (Bg)	Tour Ag (Lp)	Hotel
<input type="checkbox"/>	1	Ahmed	Hany	12345678	2025-01-13	Egypt	2018-07-05	4	Alpine	Esfawa	Strand
<input type="checkbox"/>	2	Mohamed	Taha	DPL34567	2025-11-12	Sudan	2007-07-05	15	Alpine	Esfawa	Strand
<input type="checkbox"/>	3	Fatma	Kamal	CVE89012	2025-11-12	Egypt	1998-07-05	24	Alpine	Esfawa	Strand
<input type="checkbox"/>	4	Ahmed	Hany	12345678	2025-01-13	Egypt	2018-07-05	4	Alpine	Esfawa	Strand
<input type="checkbox"/>	5	Mahmoud	Hossam	78901234	2025-11-12	Egypt	1998-07-05	24	Alpine	Esfawa	Strand

ANCHOR MMS - Overview | New Process | Drafts | Confirmed | Cancelled

ID: 1 (Confirmed In) - Petra  
Onboarding - Maritime Transporter

Waiting

Dashboard | Passengers Arrival List | Passengers Departure List | Draft Invoices

OPERATION HEADER

ID: 1 | Type: Onboarding - Maritime Transporter | Created By: Hany Mamdouh | Status: Confirmed In

Arrival: 2022-07-01 09:00 | Departure: 2022-07-01 18:00

Assigned To: 2022-07-01 10:30 | Agent: N/A

Boat: Petra | Type: Highspeed Craft | Pax. Status: 185

Customer: Jordan | Name: Petra | Street: Highspeed Craft

INVOICE ITEMS

#	Item/Service	Item Count	Unit Price	Total	Item Discount	Gross Total
1	PAX - Adult (Payable) - One Trip	3	\$15.00	\$45.00	0	\$45.00
2	PAX - Adult (Payable) - Round Trip	0	\$7.00	\$0.00	0	\$0.00
3	PAX - Adult (Payable) - One-Way	0	\$7.00	\$0.00	0	\$0.00
4	PAX - Child (Payable) - One Trip	2	\$10.00	\$20.00	0	\$20.00
5	PAX - Child (Payable) - Round Trip	0	\$5.00	\$0.00	0	\$0.00
6	PAX - Child (Payable) - One-Way	0	\$5.00	\$0.00	0	\$0.00
7	PAX - Infant (Payable) Or	0	\$0.00	\$0.00	0	\$0.00
8	PAX - Infant (Payable) Or	0	\$0.00	\$0.00	0	\$0.00
9	PAX - Infant (Payable) Or	0	\$0.00	\$0.00	0	\$0.00
10	PAX - Cancelled	0	\$0.00	\$0.00	0	\$0.00
11	Boat Berthing Fee	1	\$10.00	\$10.00	0	\$10.00
12	Processing Fees Arr	1	\$30.00	\$30.00	0	\$30.00
13	Maritime Transport Fees (No Taxable)	1	\$50.00	\$50.00	0	\$50.00

Operation Invoices

ARRIVAL INVOICE

Customer Name: Blue Moon | Due Date: 05/18/2022 | Issue Date: 08/07/2022 | Currency: USD | Discount Amount: \$0.00 | Tax Amount: \$359.40 | Total Amount: \$2,845.60

Comment: Private boat for operation Process #2

Item Revenue Analysis

Monthly items revenue analysis filtered by year: 2022

Month	PAX - Adult (Payable) - One Trip	PAX - Adult (Payable) - Round Trip	PAX - Adult (Payable) - One-Way	PAX - Child (Payable) - One Trip	PAX - Child (Payable) - Round Trip	PAX - Child (Payable) - One-Way	PAX - Infant (Payable) Or	PAX - Infant (Payable) Or	PAX - Infant (Payable) Or	PAX - Cancelled	Boat Berthing Fees	Processing Fees Arr	Maritime Transport Fees	Private Pax Fees	Overlight Fees	Maritime Transport Fees	Electricity Fees	Water Consum Fees	Internal Boat Boarding Fees	Internal Boat Fuel Fees					
January	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				
February	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				
March	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				
April	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				
May	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				
June	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				
July	\$45.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$40.00	\$0.00	\$0.00	\$100.00	\$2,400.00	\$100.00	\$890.00	\$1,240.00	\$396.00	\$78.00	
August	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
September	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Chart Of Account | General Ledger | Customer Sub Ledger

Accounts Type: All | Control Accounts: Cash, Account Receivable, Unearned Revenue, Sales VAT, Account Payable, Maritime Transportation Fees - Collection, Sales Revenue, Contra Revenue, Contra Revenue - Sales Return, Other Income

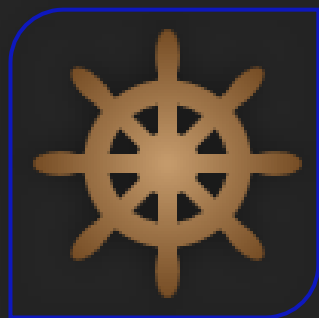
Ledger Transactions:

#	Description	Amount	Debit	Credit	Transaction Date	Amount	DR/CR
1	Sales Invoice	0	100.00	0	01/07/2022, 11:33 AM	\$20.00	dr
3	Sales Invoice Payment	Payment for invoice id=1	0	01/07/2022, 11:34 AM	\$20.00	cr	
4	Debit Note	transaction for debit note no. 14	0	06/07/2022, 10:30 AM	\$300.00	dr	
5	Debit Note	transaction for debit note no. 25	0	06/07/2022, 10:30 AM	\$300.00	dr	
6	Debit Note	transaction for debit note no. 36	0	06/07/2022, 10:30 AM	\$1,200.00	dr	
7	Sales Invoice	0	0	11/07/2022, 11:01 AM	\$1,577.76	dr	
8	Sales Invoice	Arrival invoice for Operation Process #1	0	05/07/2022, 10:59 AM	\$155.00	dr	



# ANCHOR™ MMS MODULES

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MARINA  
OPERATIONS



CRM &  
SALES



FINANCE



ANALYTICS



SECURITY

# WHY ANCHOR MMS

High-Performance Solution for Maritime Environments



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## High-performance maritime environments

The infrastructure is specifically designed for optimal performance in maritime settings.



## Deployment flexibility

Offers options for both cloud and on-premise installations to suit various operational needs.



## High concurrency support

Engineered with a scalable architecture that supports multiple simultaneous users.



## Advanced security protocols

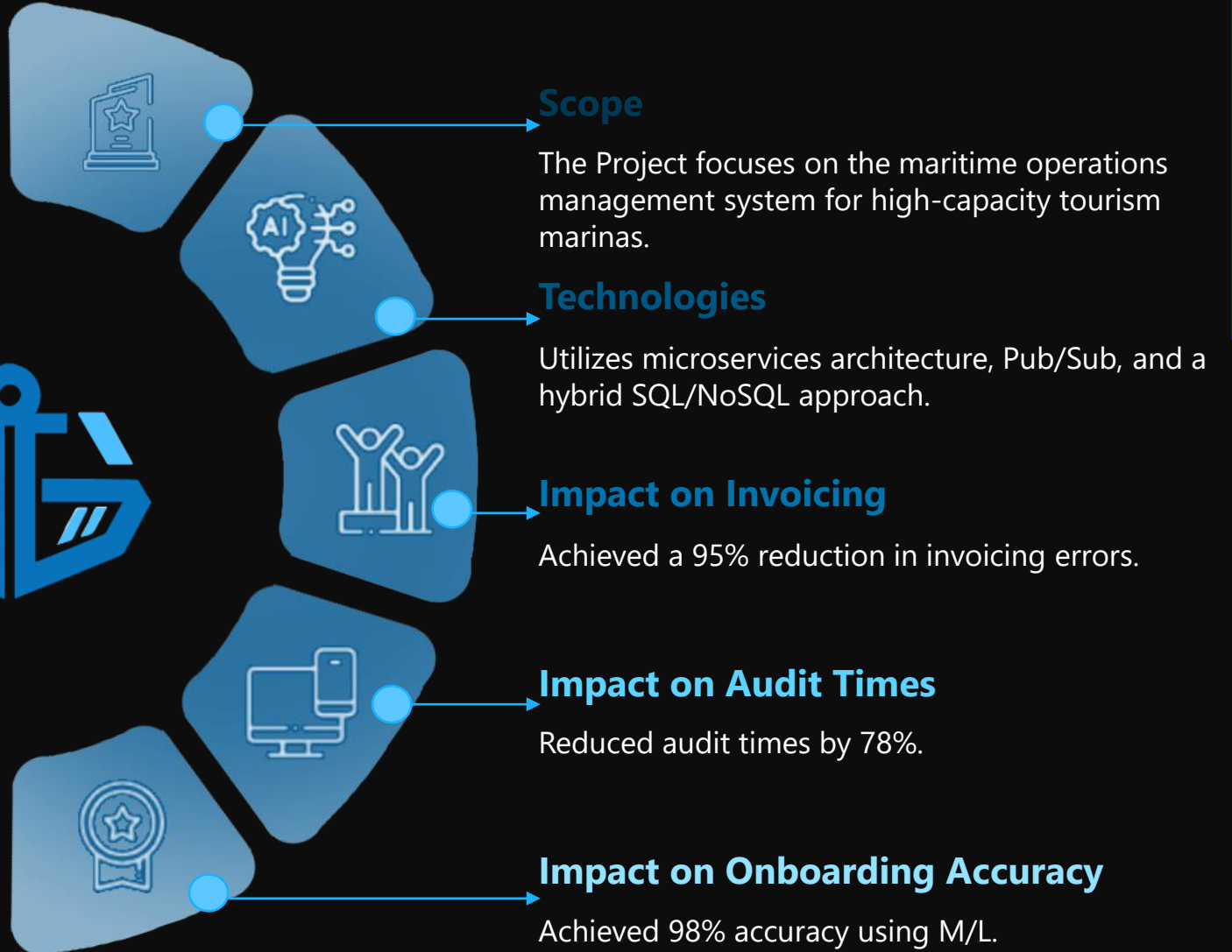
Incorporates robust security measures to safeguard sensitive data from potential threats.



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# Success Story: Taba Heights Marina (Orascom Development)

Implementation of Anchor MMS – A Look  
into Maritime Management Success









## CONTACT INFORMATION

Anchornize Technologies - Strategic Solutions Division



[anchor.anchornize.com/MMS](https://anchor.anchornize.com/MMS)

Contacts	
HEAD OFFICE	45 Kombiz St. Doki, Giza, Egypt
R&D OFFICE	18C, Togariah Dist. Al-Tor South Sinai, Egypt
Mobile	+20 100 317 3342 +20 100 275 0057 +966 543 27 0199
Telephone	+20 69 377 9669
email	<a href="mailto:anchor@anchornize.com">anchor@anchornize.com</a>
Facebook	<a href="https://www.facebook.com/AnchorBMS">www.facebook.com/AnchorBMS</a>
Insta	<a href="https://www.instagram.com/anchorbms">www.instagram.com/anchorbms</a>
LinkedIn	<a href="https://www.linkedin.com/company/anchor-mms">www.linkedin.com/company/anchor-mms</a>
X	<a href="https://x.com/AnchorBms">x.com/AnchorBms</a>
TikTok	<a href="https://www.tiktok.com/@anchorbms">www.tiktok.com/@anchorbms</a>
YouTube	<a href="https://www.youtube.com/@anchorbms">www.youtube.com/@anchorbms</a>
Pinterest	<a href="https://www.pinterest.com/anchorbms">www.pinterest.com/anchorbms</a>
Website	<a href="https://anchor.anchornize.com/MMS">anchor.anchornize.com/MMS</a>

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THANK YOU