

# Why the cloud?

## Unify your operations. Harness the power of one.

Present a unified image to customers, employees, and franchisees no matter your size. Reduce complexity, embrace seamless simplicity. It's only possible with Zenoti's cloud-based solutions, tailor-made for growing brands with multiple locations.



## What's cloud, anyway?

You're in the cloud when all your computing's in one place on the internet. Your system and data are secure, yet accessible to anyone with permissions.

## Your Operations - Everything you need to run your business in one place



**Rest easy! One database.**

**No backups or server maintenance.**

**Automatic upgrades.**

**99.99% effortless uptime.**

**Full remote access based on permissions.**

Managing and growing a network of centres brings a unique set of challenges. Designed from the ground up for salons, spas and medspas, Zenoti offers an unparalleled cloud solution created just for you. Enjoy efficiency, scalability, and instant access to any data, anywhere.

With each location using Zenoti for scheduling, billing, and managing employees and inventory, the system collects a rich set of data centralized in one location – simplifying decision-making and strategy for you.

*"We were really looking for a partner to help rocket-launch the business. We wanted a partner with a cloud platform that integrated all our databases together so that we could manage it from one site. Come integration day it was fantastic. Instead of being 5 separate centres, it was one big centre. It gives us flexibility to grow as a company."*

**Andrew Cannon, Co-Founder, Ruffians**

## Unify your brand

Unity. It's how the best brands create a consistent experience that customers expect and trust. When brands grow, inconsistencies start to appear between centres, services, quality and pricing. Zenoti solves this for you. You can adjust services and pricing across your brand effortlessly. Adjustments you make through a single master configuration ensure menus are the same across all your locations. Got different pricing or services in different regions? Zenoti gives you the power to manage regionally or even by centre – all while maintaining a unified brand experience. Stop juggling spreadsheets. Stop scrambling. And focus on building your brand.



*Grow smart. Grow strategically.*

*Grow faster. One database*

*stores everything you need.*

**Zoe Withers, Face Gym**

*"It's very important to me to have instant information because we make a lot of our decisions based on data and how customers are reacting."*



*Brand consistency builds*

*customer trust. And trust*

*builds loyalty.*

## Delight your customers with personalized experiences

What if your team could welcome any customer with a personal touch – even if they'd never met? With a single, system-wide profile, any time your customer walks into your store, the front desk can pull up their history, digital patch tests, guest forms, service notes or consents, gift card balances and loyalty information, their preferences, the services they like, and even the last feedback they gave. Customers receive the personalised service they expect.

Zenoti's cloud solution also helps drive revenue growth. Your customer can buy a gift card online and the recipient can use it anywhere immediately. And, through your branded online booking, your customers can search appointment times, locations, and preferred providers with a simple click of a button whilst the system takes care of upselling them to increase their invoice value. All this makes for a great experience for your customer, in any location. And that's how it should be.

**Dominic Blake, Blushes**

*"Our plan is to continue growing. Having Zenoti is so important to facilitating that growth."*

**Only in the Cloud.  
Simple. Safe. Always there.**

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