DiveShop360

ALL-IN-ONE DIVE SHOP POS

All you need to automate your dive business.

Agenda

- Company Overviews
- Why We Came Together
- Platform Strengths
- Go-Forward Visions

Company Overviews

- EVE
- Dive Shop 360
- Rain Retail

Company Overview: EVE

- Established as Proxima in 1998—Lance Jones & Roger Lockwood
- Dive shop—Ian Sykes
- UK, US and Australia
- Partnership with PADI—2002
- Rebranded as EVE—2003
- Introduced newsletter, marketing agent, and online store—2006
- Continued integration—PADI services, e.g. OLPC, eLearning, DiveChek, Pro Chek
- Giovanni Saracino (PADI instructor and redistributor in Egypt)—2010
- Integrated website—2013
- Cloud version—2015
- App—2017
- Browser—2021
- Today—Creating the "best of both" Dive Shop 360 for the future!

Company Overview: Dive Shop 360

- About Dive Shop 360
- Established as AJV by Alan J. Viges—1994
- Built in MS Access (Windows XP)
- Sold CDs with the AJV program
- Sold AJV to Gary, rebranded as Dive Shop Express (DSX)—2008
- Minimal development investment made
- Windows XP discontinued—started to become obsolete
- DSX sold to Ken Colbert, rebranded as Dive Shop 360—2013/14
- Retained Summer as key team member
- Hired team to start process of system redesign and moved to the cloud

Company Overview: Rain Retail

- About Rain Retail
- Established by Sean Roylance—2009
- Wife—quilter, Sean—programmer
- Sean built a program to create custom quilting designs
- Sean started attending quilt shows
- Became dominant system in the space, and still is today
- Expanded into other niches
- Music, Outdoor, Jewelry, Dive
- Approached Dive Shop 360 to join Rain team—2021
- Dive Shop 360 positioned as "Dive" product

Why We Came Together

Dive Shop 360:

Heavy, continuous development for 10+ years

Modern, intuitive platform with high-customer satisfaction

Low learning curve

EVE:

20-years of continuous development

Extremely comprehensive capabilities

Less intuitive – higher learning curve

Rain:

Focused on too many verticals

Unable to effectively build depth of features in all verticals

Platform Strengths

Dive Shop 360	EVE
Cloud-Based	In-depth PADI integration
Modern/Intuitive Design	Event Planner - trips and classes
Low learning curve	EVE Agent - CRM and marketing
Highly responsive support team	EVE App - phone, tablet and browser
Integrated Catalog System	
All-in-One POS, Inventory, Website	
Depth of Integrations: - PADI - Smart Waiver - QuickBooks (QBO) - Avalara	
25+ New Feature Releases Annually	
Collaborative Feature Design	

Near Term

Prioritize Communication
- **Customers**
- **Partners**

Bring Dive Shop 360 & EVE teams together
- **Redefine processes where needed**
- **Re-define team roles & responsibilities where needed**
- **Establish internal communication processes**

Define and Develop PADI Partnership

Consolidate Internal systems
- **Billing**
- **Ticketing**
- **Accounting**

Refine and Develop Roadmap Strategies
- **Product Roadmap priorities**
- **Identify Feature GAP Parities**
- **Migration scripts**

25 stores already migrated from EVE to 360 YTD

Long Term

Development of single, best-in-class system
- 360 identified as primary go-forward product
- Add "EVE" capabilities to 360 where missing
- Continued collaboration with industry pros
- Continue to support EVE product and clients

Nurture & Grow PADI Partnership
- Deepen PADI/360 integrated features
- Collaborate on PADI member needs
- Identify joint training/education/marketing opportunities

Continued Focus on Helping Dive Pros Succeed
- Collaboration
- Innovation
- Business Automation
- Sales Automation