

31st March 2007: Shardeloes Farm Equestrian Centre and StableView – Taking a new point of view!

The equestrian centre at Shardeloes Farm is a well established family owned business situated close to the picturesque town of Old Amersham, nestled in the Chiltern Hills, Buckinghamshire. The farm covers 500 acres of countryside and has grown over the years to become one of the busiest and most respected BHS Approved Riding Schools and Livery Yards in the south east of England. Catering for everyone's needs, Shardeloes offers a wide variety of facilities, including: a popular riding school for riders of all ages with qualified, enthusiastic instructors, indoor and outdoor schools, 3 types of livery service whose staff look after each horse as if it were one of their own, hacking and cross country tailor-made to suit the individual client, and also a very successful hydrotherapy and rehabilitation centre.



As if Shardeloes Equestrian centre didn't already have enough to offer its customers in outstanding facilities, it has now incorporated the StableView system into both the livery yard and the management operations. Several of the stables and tack rooms are now fitted with webcams, providing on demand access of camera feeds to resident, visiting and competition horses. Horse owners who choose the StableView option are issued with a username and password which allows them to see their horse on the internet from anywhere in the world.

Jo Wnekowska, Equestrian Centre Manager of Shardeloes, was asked why she chose to install StableView. The initial reason was for a basic internal camera system. She went on to say "I never expected that my clients would be able to view their animals and our facilities from anywhere in the world!" Jo believes that it is important for the system to be easy to use, as most of the staff within the equine industry are "not particularly computer literate". In her experience, the cameras could not be easier to use – "simply click and there is a picture of your horse". Shardeloes Farm hopes that their clients will receive the peace of mind that their horse is being cared for and is happy in their absence. Jo feels the webcams will be particularly useful to her and her staff not only for security reasons, but "having the ability to check a suspected colic from home rather than having to come back at night is invaluable. What price is peace of mind?"

StableView.tv is more than just a webcam system however – this product is also a full equestrian management solution. It offers online booking with or without the webcam options, email alerts can be created for billing, reminders etc and financial reports showing such statistics as monthly turnover, direction of business, staff pay roles etc are provided. It gives contact management with customer and company details on mailing lists and shows outside camera usage.

The booking system should save Jo and her staff a lot of time and therefore money. "It is so important to keep a view on the running of the business and that means statistics for everything". Jo states "I spend a vast majority of my time preparing reports using the information gathered and this system will free me up in order to increase the income to my business". The booking system starts to put the onus onto the client to provide all the information, which Jo believes "will revolutionise our business, cutting paperwork right

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down". The client will have the power to access their own records, making it so much easier for them to check things - their account etc. "Communication, which is so very important in today's fast paced world, will be improved dramatically".

The entire product is database driven with self-updating software and is fully supportable remotely. The webcams give the opportunity to have security recordings backed up off-location and concurrently allows the stable managers to access their administration interface whilst they are away, thus ensuring close checks on their staff, premises, cameras and security.

Once installed, StableView.tv gives its customers priority listings in its livery and EC directory, the added extra of website design to suit each EC's individual tastes and requirements, and the opportunity to tailor this highly scalable and highly configurable system.

StableView would like to thank Jo and her staff for working with us and providing an invaluable insight into the world of equestrian centre management. She would like to close her comments with the following: "It has been a pleasure working with StableView. They are helpful and friendly, going to great lengths to ensure that we are happy".

For more information about Shardeloes Farm Equestrian Centre, please visit www.shardeloesfarm.com, or call 01494 433333.

For more information about StableView.tv Limited – please visit www.stableview.tv, or call 0121 286 9718.

