

Welcome to The Next Generation of Martial Arts School Management



ATLAS

MARTIAL ARTS SOFTWARE



The Most **Powerful**, Most **Intuitive** Software in the **Martial Arts** Industry
AtlasMartialArtsSoftware.com

FEATURE OVERVIEW

ATLAS MARTIAL ARTS SOFTWARE 360-DEGREE MARTIAL ARTS MANAGEMENT

ATLAS Martial Arts Software solves your school management problems in one easy-to-use application



THE NEXT GENERATION ALL-IN-ONE MARTIAL ARTS SOFTWARE

*Made **by** martial arts school owners **for** martial arts school owners*

- ✓ Complete Martial Arts Student Management
- ✓ Martial Arts Tuition Billing and Management
- ✓ POS, Pro Shop, and Inventory Management
- ✓ Marketing Automation and Follow-Up System
- ✓ Prospect and Enrollment Pipeline Management
- ✓ State-of-the-Art Marketing Materials and Strategies
- ✓ FREE Lead Generation Website and Hosting
- ✓ US-Based Concierge Help and LIVE Support

EVERYTHING YOU NEED TO RUN A HYPER-SUCCESSFUL
MARTIAL ARTS SCHOOL BUSINESS
AND MORE!



THE ATLAS SMART DASHBOARD KEEPS YOU IN CONTROL OF YOUR MARTIAL ARTS SCHOOL BUSINESS

You'll have fast, easy access to all of the most critical management measurements

✔ **Powerful Smart Dashboard**

Instantly see your school's performance so you can take quick action to grow

✔ **Student Ratings Widget**

Quickly identify students who are not attending class often enough, and those who are on track

✔ **Instantly View Your Critical Stats**

You'll *always* know exactly which areas of your school are performing well and which need to be improved

✔ **Appointment Calendar**

Quickly set appointments, trigger automatic reminders, schedule classes, and much more!



COMPLETE STUDENT MANAGEMENT

Track and manage your students the easy way with ATLAS Martial Arts Software

✔ **Take Accurate Attendance Your Way**

ATLAS makes taking attendance a breeze. Use fingerprint attendance, student check-in, barcode or card, and roll call

✔ **Quickly & Easily Promote Students With a Single Click**

The ATLAS Promote feature can advance students' ranks with ease. You'll wonder how you ever lived without it!

✔ **Multiple Styles, Ranks, Programs, Teams & More**

You'll have instant access and complete control over your students' details. No more shuffling through reams of paper!

✔ **Robust Student Rating System**

Never let another student slip through the cracks again with the ATLAS Rating System. You'll know which students are superstars and which students are fading out

✔ **Detailed Class & Attendance Reports**

Get in-depth analyses of your student and class performance. Track classes, ranks, belts, tips, programs, teams, and more

✔ **Customized Styles, Ranks, Programs, Teams & More**

Completely customize your school's set-up: Create unlimited styles, ranks, programs, teams, and more. Our team will even do it for you!

ATTRACT MORE NEW STUDENTS WITH ATLAS MARTIAL ARTS SOFTWARE

Innovative yet proven-effective martial arts marketing systems and tools

✓ **Powerful Marketing Automation**

You'll love ATLAS' "set and forget" multimedia prospect and student follow-up systems!

✓ **Social Media Integration & Scheduler**

Attract new students and engage your audience with scheduled social media posts

✓ **Online Lead Generation Integration**

Quickly capture website visitors, Facebook visitors, and more with ATLAS' lead generation features

✓ **Cutting-Edge Marketing Tools**

You'll never need to worry about how you're going to bring in new students. Our Marketing Experts have you covered!

✓ **ATLAS' Proprietary Smart Card System**

Use this PROVEN, offline student attraction system to drive new students to your door without expensive paid advertising



✓ **FREE Lead Generation Website & Hosting**

Our state-of-the-art martial arts websites will help you project a professional image online and generate new prospective students

BULLETPROOF TUITION BILLING, MANAGEMENT & COLLECTIONS

ATLAS does all the heavy lifting for you

ATLAS MARTIAL ARTS SOFTWARE'S INDUSTRY-LEADING FULL-SERVICE BILLING & COLLECTIONS OR SELF-MANAGED BILLING

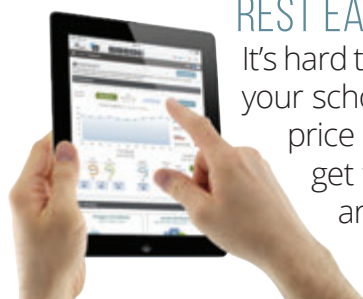
✓ **Active Agreements**

✓ **Ending Soon**

✓ **Expired**

REST EASY KNOWING THAT YOUR ACCOUNTS WILL BE HANDLED WITH CARE

It's hard to act as an accountant, collections agent, and telemarketer while effectively running your school at the same time. With ATLAS' full-service martial arts billing, you won't pay the price of other high-cost companies, and you won't have to hire a ton of professionals to get the job done because ATLAS does it all for you. We apply our 30+ years of martial arts billing management knowledge and skills to get you paid faster and easier.



YOUR LIFE JUST GOT A LOT EASIER WITH **ATLAS AUTOMATION**

ATLAS Martial Arts Software works for you 24/7/365

✔ **Automated Communication**

Use the automated sequential email and SMS text messaging to follow up on prospects, appointments, students, new belts, and much more!

✔ **Social Media Automation**

Free up your valuable time with the ATLAS Social Media Automation feature

✔ **Automatic 2-4-6-Week Follow-Ups**

Your students can receive automatic, personalized communication at just the right time

✔ **Missed Class Automation**

Create unlimited automatic follow-up messages for students whose attendance has slipped to help keep the “back door” shut

✔ **Automatic Referral & Parent Add-On Campaign**

ATLAS automatically reminds your students that you’d love for them to refer their friends to your school—this alone is worth the ATLAS tuition!

✔ **Report Automation**

Have any ATLAS report (about 90+ to date) automatically emailed to you or a staff member on a prescheduled basis

✔ **Lost Student Reactivation Campaign**

When was the last time your former students heard from you? What if all your previous students received useful, valuable communication regularly? (Automatically!)

✔ **All This & Many More Automations**

ATLAS works for you all day, every day to deliver valuable insights about your school automatically



LIVE, US-BASED **SUPPORT TEAM**



Unlimited training and LIVE multilingual Technical Support for you and your entire staff (English, Spanish, Korean)

LIVE Tech Support

Be confident in the knowledge that our Team is working for YOU! You'll always speak to a LIVE, friendly, Orlando-based Team Member dedicated to helping you with whatever you need

Built By School Owners For School Owners

ATLAS “thinks” the way a martial arts school owner thinks. In fact, we’ve even built in the industry’s best practices to help guide your school to the next level!

Marketing, Sales & School Operation Experts

Whether you’re running a small part-time club or a large multi-school franchise organization, we have the experience and PROVEN results to help!

ATLAS MAKES MANAGING YOUR STUDENTS **FAST, INTUITIVE & EASY!**

ATLAS is the "One-Click Wonder" that streamlines routine student management tasks



STUDENT PROFILE



The ATLAS Student Profile is loaded with powerful quick-action tools to save you time!

✔ Student Ratings

Quickly identify how engaged students are in your classes

✔ Note System

Create and manage notes specific to each student

✔ Quick Message Link

Quickly send students an email or SMS message right from their profile

✔ Customizable Layout

Choose whatever information you want to see in whichever order—it's up to you!

✔ Pro Shop Sales

View each student's Pro Shop sales history

✔ Custom Fields

Use custom labels to keep track of information specific to your school and systems

✔ Agreement Summary

See a summary of all agreements to which the student is connected

✔ Critical Info

View important info like Authorized Pick-Up Person and medical conditions—front and center

POWERFUL AND SIMPLE STUDENT MANAGEMENT TOOLS

Keep your mind at ease with ATLAS. You'll have quick, clear access to the most important information you want to see.



THE ATLAS POWER FILTERS

ATLAS seamlessly sifts and sorts your lists

✔ Power Filters

ATLAS' Power Filters make searching and grouping your students simple. Filter by rank, style, program, team, agreement type, and MUCH more!

✔ Speed Search

Find the student or prospect you're looking for FAST—just type in some characters and your results instantly appear

FINALLY, A SOFTWARE SYSTEM THAT **WORKS THE WAY YOU DO**

Easily configure your styles, ranks, programs, classes, teams, and more

✔ **Multi-Action Button**

Quickly and easily assign programs, ranks, and styles one at a time or in batches

✔ **Belts & Ranks**

Set up, track, and manage your students' ranks however you'd like

✔ **Multiple Programs**

Assign any student to any number of programs, ranks, and styles

✔ **Multiple Styles**

Teach more than one style, both with different rank structures? No problem!

✔ **Multiple Teams**

Easily manage teams like your demo team, leadership team, or field trip teams for camps



✔ **Multiple Classes**

Track students by class and configure any way you choose

✔ **Custom Tags**

Shift and rearrange your list however with unlimited custom tags



ATLAS IS BUILT TO **SAVE YOU TIME**

ATLAS' Group Actions will save you time and clicks

✔ **Group Messaging**

Quickly send a group of students email or SMS messages

✔ **Print and Export**

Easily print or export your filtered list of students in a snap

✔ **Assign Ranks**

Quickly change, add, or remove ranks for groups of students

✔ **Assign Teams**

Quickly change, add, or remove teams for groups of students

✔ **Assign Programs**

Quickly change, add, or remove a group of students' programs

✔ **Assign Styles**

Quickly change, add, or remove a group of students' styles

STUDENT ATTENDANCE

THE MOST FLEXIBLE **STUDENT ATTENDANCE SYSTEM** IN THE MARTIAL ARTS INDUSTRY ... PERIOD.

Finally, take student attendance your way

STUDENT ATTENDANCE TRACKING

ATLAS gives you more options for attendance tracking and management than ANY other application in the martial arts industry!



“ONE SYSTEM HANDLES IT ALL”

“ATLAS is bringing together pieces that I wanted to get done but have had to do separately, like integrating Facebook and Twitter. Instead of logging into multiple systems, I log into one system and I can handle it all.”

-Instructor Kevin Schilz

ATLAS IS THE ONLY SOFTWARE IN THE MARTIAL ARTS INDUSTRY THAT OFFERS **ALL OF THESE ATTENDANCE TRACKING OPTIONS**



FINALLY, YOU CAN TAKE AND **MANAGE ATTENDANCE THE WAY YOU WANT!**

✓ **Barcodes**

Easily print barcodes for Attendance Cards, Key Tags, or whatever else you'd like!

✓ **Roll Call Attendance**

Take roll call attendance from the mat with your tablet or phone

✓ **Manual Entry**

Have complete control and add attendance manually

✓ **Kiosk Check-In**

Allow students to check themselves in at the front desk

✓ **Fingerprint Attendance**

Use fingerprint technology so that students can check themselves in, no cards or barcodes necessary

TESTING AND PROMOTION

ATLAS MAKES **RANK TESTING & PROMOTION EASY**

Quickly and easily manage rank promotions and testing processing

WHEN IT COUNTS THE MOST, **SAVE THE MOST TIME**

Tired of shuffling dozens of forms around just to process a belt exam? No need to shuffle with the ATLAS Testing Management System!



TESTING MANAGEMENT & ADVANCEMENT ATLAS MAKES BELT TESTING A BREEZE

✔ Automated Testing Lists

The ATLAS system shows you which students are eligible to test and those who need more attention

✔ Quick Promotion List

Easily select students who are testing from the list or students who've checked in within the last hour

✔ One-Click Promotion

Process your testing and advance your students' rank in seconds with ATLAS

✔ Roll Call Advancement

Select students from the class list and advance them in one click

✔ Individual or Group "Demotion"

If you need to adjust ranks down, no problem. It's just as easy as promoting them!

CUSTOMIZABLE TESTING ELIGIBILITY

Simply set your testing eligibility requirements and ATLAS will do the rest

✔ Attendance Requirement

You can require a student to attend a certain number of classes to be eligible for testing

✔ Time-in-Rank Requirement

You can require a given number of weeks between ranks to be eligible for testing

✔ Tip Eligibility

Track and manage tips and student ranks

✔ Test Dates

Easily preconfigure testing and promotion dates



TUITION BILLING

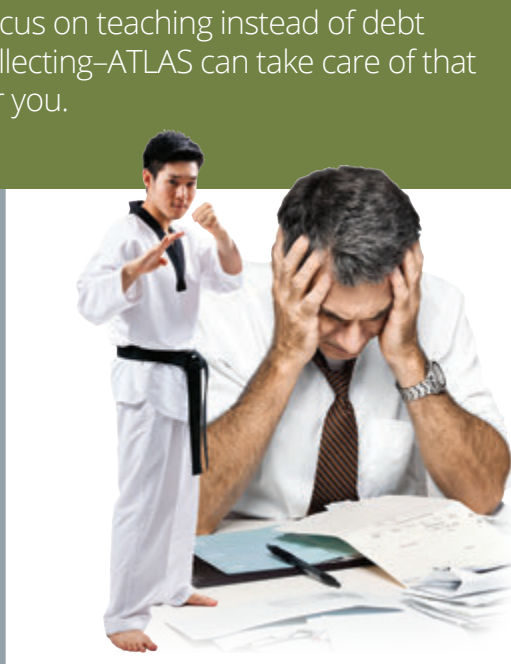
THE MOST EFFECTIVE TUITION BILLING & MANAGEMENT IN THE MARTIAL ARTS INDUSTRY

Collect more of the tuition you've earned without damaging relationships with your students



TAKE THE PAIN OUT OF TUITION BILLING AND COLLECTIONS

Focus on teaching instead of debt collecting—ATLAS can take care of that for you.



INTEGRATED FULL-SERVICE TUITION BILLING

No more chasing payments or hunting down expired credit cards

✔ Tuition Billing Your Way

Our martial arts billing professionals can build a completely customized system for your specific school's needs

✔ Credit Card Billing

We support all major cards companies: MasterCard, Visa, AmEx, and Discover

✔ EFT/ACH

Easily bill checking accounts and debit cards through the ACH system

✔ Coupon Billing

Would you rather implement coupon billing? No problem, we do that, too!

✔ US-Based

Professional Team

Let our highly trained team handle all of your tuition collection issues

✔ No Hidden Fees

No monthly fees, no hidden costs, no "gotchas." We make sure you get the income you've earned every month!

SELF-MANAGED BILLING OPTIONS

Would you rather handle tuition billing yourself? No problem! ATLAS does that, too!

✔ Recurring Payments

Create recurring payment schedules for student tuition: Weekly, bi-weekly, semi-monthly, or monthly

✔ Auto-Batching

Set up your payment batches to run automatically each day

✔ Manual Batching

Set payment batches manually

✔ Robust Account Reports

Get a transparent report of your accounts receivable and payments collected

✔ Refunds, Holds & Credits

Need to refund a payment or give a student a credit? No problem!

✔ Secure & Redundant Data Storage

We handle all the security, backups, and technical aspects for you

OUR MARTIAL ARTS BILLING PROFESSIONALS WILL BUILD A COMPLETELY CUSTOMIZED SYSTEM THAT COLLECTS TUITION THE WAY YOU WANT IT TO

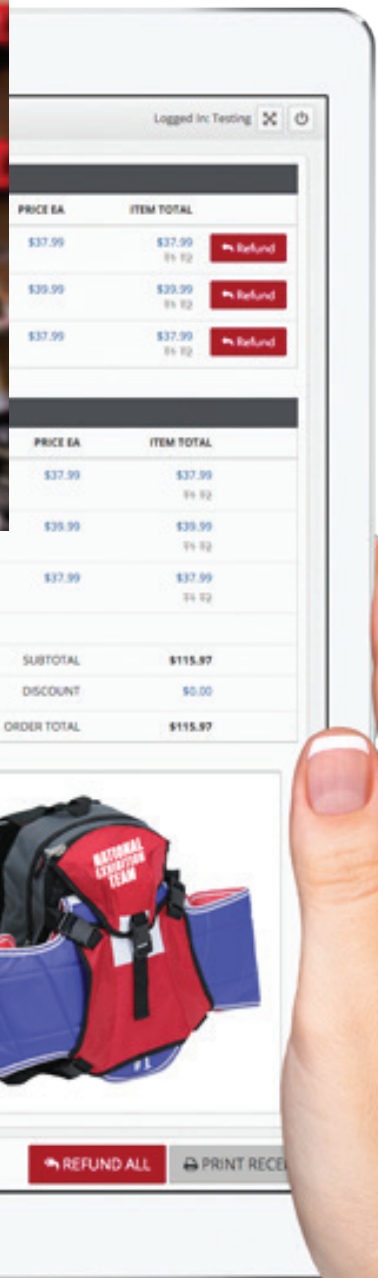
We apply our 30+ years of martial arts billing management knowledge and skills to get you paid faster and easier. Students can pay by credit card, direct debit from savings or checking accounts (EFT), coupons, or on our payment website 24/7.

Our innovative, multimedia martial arts tuition collection strategies get much better results than other "cut-rate" martial arts billing companies while remaining fully compliant with the guidelines of the FDCPA.

PRO SHOP AND POS SYSTEM

MULTIPLY YOUR RETAIL SALES WITH THE **ATLAS PRO SHOP & POINT OF SALE SYSTEM**

It's effortless to set up and use. You'll have all the tools you need to maximize your martial arts retail sales!



POS & PRO SHOP

The ATLAS Pro Shop and point of sale system will save you time and headaches from managing inventory and tracking sales.



STAFF MANAGEMENT

GET THE BEST FROM YOUR **STAFF & EMPLOYEES WITH ATLAS**

Use the ATLAS Staff Management Tools to help your team get more done in much less time



CREATING A HIGHLY **EFFECTIVE STAFF**

ATLAS will help you get the best out of your team. Manage staff permissions, track hours, and much more!



STAFF & EMPLOYEE MANAGEMENT AND TRAINING TOOLS

ATLAS makes it quick and easy to keep track of your employees' hours, classes, training, and more

✔ Staff & Team Time Tracker

Accurately track hourly employees for payroll without time cards or a separate system

✔ Scheduled Notifications

Quickly communicate with your staff, post videos and training material, and more!

✔ Staff Training Tools

ATLAS can actually help train your staff, from improving their info call to teaching skills development!

✔ Classroom Tools

Your team will love the MA Biz Academy, chock-full of instructor training and classroom management skills!

✔ Controlled Access

Grant your staff members individual access credentials to your ATLAS management system

✔ Staff Permissions

You can easily limit what each staff member can see and do inside ATLAS—it's up to you!

IT'S TOUGH TO BE A ONE-MAN SHOW AND OPERATE A MARTIAL ARTS SCHOOL SUCCESSFULLY. YOU NEED A GREAT STAFF WITH LEADERSHIP SKILLS.

But you also need to arm those team members with the tools they need to be successful and which allow them to focus on the things that make the biggest impact on your school. ATLAS does much of the heavy lifting while your team invests their time in your current students and in recruiting new students.

ATLAS goes above and beyond for martial arts school owners!



"TOP-NOTCH AUTOMATION"

"The ATLAS automation tool is top-notch, especially with the 'set and forget' feature, with the text messaging services, and the email services!"

-Instructor Tyler Brady



ATLAS

MARTIAL ARTS SOFTWARE



SEE WHAT ATLAS CAN DO FOR YOUR SCHOOL
YOU HAVE TO SEE IT FOR YOURSELF TO BELIEVE IT

GET A FREE DEMO BY CALLING TOLL-FREE:
1-800-275-1600