



For Immediate Release

For additional information, contact:

John Denver
VP Business Development
IQware Inc.
jdenver@iqwareinc.com
954-698-5151, ext. 29

Hand in Glove: IQware Perfect PMS Fit For Myrtle Beach Condo

IQware's Global Property Management System handles everything a condo homeowner expects, so Myrtle Beach National's 11 condo resorts comprising more than 4,600 managed units can stay focused on building their business.

DEERFIELD BEACH, FLA. — July 23, 2009 — Four years ago, Myrtle Beach National started out with IQware's Property Management System, implementing six condominium resort properties. Today, the hospitality leader is preparing to launch its 11th property using IQware's Global PMS.

"Back then, we spent a lot of time looking at the various packages in the marketplace — and we decided on IQware," says Ric Coates, Director of Revenue Management for Myrtle Beach, S.C.-based Myrtle Beach National. "We needed to move to a system that would let us both scale our operations on an enterprise-wide basis and continually advance to the next level. IQware was absolutely the right decision for us."

"We're extremely pleased with Myrtle Beach National's success using IQware," adds David Perkins, President of Deerfield Beach-based IQware. "Our mission is to partner with our customers with the single-minded focus of doing everything we can to improve their bottom lines by constantly designing and implementing visionary solutions to meet their specific needs."

Coates says a major reason Myrtle Beach National selected the IQware Global PMS was because it represents homeowners' needs the best.

"We're essentially a 100% condo homeowner operation. Our 11 managed properties comprise 4,654 units," Coates notes. "About 95% of these represent the typical condo rental scenario, and IQware's Global PMS does a great job handling the requirements for managing them."

Gold Mining Made Easy

"The Myrtle Beach market is unique in the number of management companies serving the marketplace. To be competitive, you have to do it right and you absolutely have to meet the needs of the condo owners", according to Coates.

"This is where IQware shines", points out Perkins. "More than 100 condo properties use IQware's Global PMS software. It offers the features and built-in functionality to help operators with a variety of issues, including room rotation and balancing room revenue among unit owners."

"IQware integrates condo ownership, owners' fulfillment and property-management applications in a unified whole," said Perkins. "It offers a unique set of standardized, industry-specific tools that let condominium properties excel at what they do."

"I have used many property management systems over the course of my career, and I have to admit that IQware is by far the best," concludes Coates.

With the IQware Global PMS, Coates says properties can focus on excelling at meeting the needs of their condo owners while IQware takes care of all of the details.

"IQware is a gold mine of functionality," Coates adds.

Putting Heads in Beds — Profitably

"With the huge variety of properties in the Myrtle Beach marketplace, it's all about putting heads in beds — whether you are a condo owner, a property manager or a resort operator," says Perkins. "IQware gives customers the functionality they require to meet the needs of the ever-changing condo-hotel/resort business, both in good and turbulent times."

Myrtle Beach National is far from alone in its selection of the IQware Global PMS. In fact, multiple other hospitality companies in and around Myrtle Beach also use IQware.

"Because we have so many users in the Myrtle Beach marketplace, we can pool our knowledge and experiences and combine that with the attentive support help we get from IQware when needed," Coates says.

"IQware continues to modify and update its technology on a regular schedule, and we enjoy the benefits of this constant reinvestment," say Coates. "IQware's regular software updates enhance

our operations. In a number of cases, I've been surprised at how useful some of the software additions proved to be for our bottom line. Many of these additions are based on the recommendations of us and other users."

"Because IQware is tested and so widely used, there is very little need for significant customization. The system truly stands in a class of its own when it comes to capturing, disseminating and delivering real-time business intelligence", according to Coates.

"IQware does a solid job of reporting the information we need on a daily basis," Coates says. "It's routine to get exactly what we need, when we need it, which is great for unit and property efficiency and profitability."

A Partnership That Benefits All

"The great thing about IQware is that we have a true partnership with them," Coates continues. "Quite honestly, IQware has been great to deal with. Whenever we've had an issue, it's always been straightforward to work through the process of getting it resolved."

Perkins emphasizes that everyone at IQware is committed to partnering with each customer. "Our people are really good about chasing down issues. They really strive to do a great job on interacting with our customers to get things resolved quickly and precisely."

"IQware's responsiveness lets us operate with a leaner staff than we could otherwise," adds Coates. "This is key, especially today."

Coates also finds that the system lets him be more efficient at doing his job.

"Since each property has its own database, it's a simple matter of me logging in remotely to each of the servers and run the reports I need to do the monthly accounting roll-up," Coates says. "This is very important to me because we have so many properties. And IQware is working with us to further automate some of the steps in this process, so these efficiencies will only expand exponentially."

"We're working on implementing the booking engine to streamline our processes even more," Coates adds. "We're also looking at a direct connect interface between IQware and our Web site so we can act on opportunities more quickly. We don't want to miss opportunities in the marketplace, and IQware gives us that critical edge — the ability to be more responsive than our competitors."

To underscore the effectiveness of the partnership with IQware, Coates points out that the firm's 11th implementation of IQware, at the North Beach Plantation property opening this month, already is completed and fully operational.

"We view IQware as true partners in our business venture," Coates concludes. "We speak to them regularly and they work with us on an ongoing basis to help grow our business. It is truly a great relationship."

About Myrtle Beach National Company/Brittain Resort Management

The Myrtle Beach National Company has evolved into one of the leading golf course owner and management operations in the Southeast, featuring many of the most well respected signature courses along the Grand Strand. The company formed in 1971 and operates ten golf courses and has interest in three resorts and three rental companies. For more information about Myrtle Beach National Company, visit www.mbn.com. Brittain Resort Management is a full service property and rental management company located on the Grand Strand of South Carolina. For three generations, Brittain Resort Management has been a constant fixture in the oceanfront landscape of Myrtle Beach: building, overseeing, and managing some the area's best known vacation and golf resorts. One generation after the next, we make it our business to make your property work hard so you don't have to. Currently Brittain Resort Management is involved in the management and operation of eleven resorts. For more information about Brittain Resort Management, visit www.brittainresortmanagement.com.

About IQware

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With IntelligenceSM” for 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 100,000 rooms generating more than \$3 billion in gross room revenue. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. “Built By Hoteliers For Hoteliers,” IQware’s Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types – limited- and full-service hotels, resorts, condo-hotels and timeshares – and all sizes – from regional hotel chains to multi-property management companies to small independents IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware “Helps Hospitality Better Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools including e-marketing, four-tier yield management, Web-Rez, packages, loyalty points, IQDestinations and IQLink — which pushes your existing PMS inventory directly to the most effective and profitable Intranet, GDS and Extranet channels.. And because IQware’s Global Property Management System has served as the heart of so many hotel operations for a quarter century, today IQware also can provide the lifeblood for Condo Management, Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management). IQware takes technology partnering to a new level – just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.