



**For Immediate Release**

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## **Best of Both Worlds**

***IQware's Global PMS helps The Sofia Hotel  
tether its historical charm to leading-edge technology.***

***Rare high-tech/high-touch combo helps the property  
compete and thrive as an independent local brand  
while delivering great guest experiences.***

**DEERFIELD BEACH, FLA. — September 2, 2009** — Seamlessly combining old-world charm with the best of today's technologies and amenities, The Sofia Hotel is a premier chic boutique lodging destination in San Diego's Gaslamp Quarter.

"Our philosophy has always been to leverage the best technology to optimize guest experiences," says John Maclean, Assistant General Manager at The Sofia Hotel. "The IQware Global Property Management System not only fits right into this mission, but it also gives us a distinct edge over much larger competitors."

The Sofia Hotel — albeit a historic property — is all about being on technology's leading edge, especially when it comes to using automated tools to enhance relationships with guests — and IQware promises and delivers just that.

"We worked very closely with The Sofia Hotel to ensure our IQware Global PMS gives the property, and its valued associates and guests, all of the tools they need to stay connected," says David Perkins, President of Deerfield Beach-based IQware. "We even tinkered a bit with our proven PMS to further customize and expand IQware's functionality and flexibility. Let's face it: One-of-a-kind, award-winning properties like The Sofia Hotel demand and deserve like-minded technology partners — and that's where IQware comes in."

## High-Touch/High-Tech

“The Sofia Hotel is a unique, independent brand that the ownership created, blending traditional hotelier values with the latest technological advantages,” Maclean says. “We leverage the Internet to directly market to our customers, and use IQware’s high-touch/high-tech customer relationship management tools to stay in touch.”

Travelers today are quite savvy when it comes to selecting hotels. Typically, they do a lot of online shopping.

“Nowadays, a lot of people prefer to book their rooms online,” Maclean says. “I don’t blame them: A lot of times, it’s faster, easier and cheaper.”

“Thankfully, with all of the functionality we have through IQware, we can provide high-tech reservations, yet still maintain our high-touch ways,” Maclean adds. “IQware gives us the best of both worlds.”

The Sofia Hotel uses IQware for property management, online reservations and back-office operations.

“As an integrated solution for GDS, WEBRES and Expedia Quick Connect, IQware improves our inbound marketing and allows guests to book directly into our PMS without having to interact with our associates,” says Maclean.

Automated room booking functionality also lets the hotel control inventory and rates in real time across different distribution channels, resulting in significantly improved revenue per room.

“Our guests cover the gamut, from leisure to business, and we host a lot of international guests as well due to our closeness of the convention center,” says Maclean. “The wide variety of guests coming into our hotel requires we do an extra good job of matching their needs. With the IQware Global PMS, not only can we meet and exceed guests’ expectations, we also can anticipate them. Nothing WOWs guests and builds loyalty like a need recognized and met before it’s voiced.”

IQware's outbound CRM solution allows The Sofia Hotel to communicate with guests automatically and keep close tabs on amenity preferences, reservation statuses and other information critical to guest satisfaction.

“With IQware, we can cost effectively launch personalized email marketing campaigns in just a few clicks and track our results with real-time reporting,” Maclean notes.

The high-tech functionality of IQware makes high-touch easy, according to Perkins.

“A lot of what our customers need to be successful involves keeping in close touch with their guests, and we are constantly focused on adding more functionality to do this,” Perkins says.

“The vast majority of our guests are technologically savvy, and they expect us to be the same,” adds Maclean. “We’re moving in the direction of letting guests do everything through their smartphones. It’s all about our loyal guests having instant access to our open inventory and their information, and our associates having anywhere access to real-time business intelligence.”

## **Tech-Built Brand**

“We defined our needs upfront as a brand-new property, looking at what we needed to run our business most competitively,” says Maclean. “IQware has exactly what we need, and it’s a great value,” Maclean adds.

The Sofia Hotel has quickly developed a reputation as “the place to stay” in San Diego — a unique, chic boutique chock full of upscale amenities, yet value priced. All the buzz stems in large part from the property’s commitment to offering more tech amenities than most — including T1-speed Internet, a complimentary 24-hour business center and global video conferencing. IQware’s regular software upgrades are a part of all that.

“Even though it’s packed with modules and features, IQware is extremely easy to use. We have no problem training our people,” says Maclean. “Just as important, IQware keeps getting more user- and guest-friendly.”

IQware is a true teammate and rare utility player. For instance, The Sofia Hotel uses IQware’s merchandising module to tap another incremental income stream. “We sell logo merchandise, various chocolates, spa treatments, you name it — even our acclaimed mattresses — online,” Maclean adds.

Service and responsiveness from IQware has been fantastic, Maclean adds.

“IQware stands right beside us on the front lines, day in and day out helping us get things done,” he says. “Whenever we need something, we can just pick up the phone — at any time, day or night — and they are ready to help us. We have 24x7 access to IQware’s people who provide immediate, professional assistance.”

“All of the the people I’ve worked with at IQware are extremely knowledgeable and helpful. IQware truly gets it — that the relationship begins, not ends, with the sale,” Maclean notes.

Having said that, The Sofia Hotel doesn’t have to pick up “the bat phone” too often.

“IQware pretty much runs on its own. And if anything does happen, IQware is on top of it right away and helps fix the minor issue quickly,” adds Maclean.

Having the best property management system lets The Sofia Hotel better compete:

“We compete successfully against five worldwide chains, and the major reason we can do this is by leveraging the technology in IQware,” says Maclean.

IQware professionals know the lodging industry inside and out, so Perkins says he’s not surprised at The Sofia Hotel’s success using the highly functional, ever-evolving software.

“We listen to our customers and add in improvements on an ongoing basis to make their jobs easier and their work more productive,” Perkins adds. “We make heroes out of hoteliers.”

“Even in this economy, we continue to grow on a monthly basis, and we attribute a lot of this growth to the capabilities IQware makes available to us,” notes Maclean. “With the built-in functionality of IQware, we gather information about our guests and then use e-mail to offer them special direct deals — personal attention they appreciate — helping us simultaneously build relationships and revenues. IQware is so much more than ‘just another PMS.’”

## About The Sofia Hotel

*The Sofia Hotel is situated in downtown San Diego at the corner of Front Street and Broadway, near the historic, trendy Gaslamp Quarter. Since opening in December 2006, there has been an unmistakable impression among the hotel’s guests: award-winning service, convenient and modern amenities, and a delightful glimpse of the past — all for the right price. Amenities include complimentary access to a well-equipped Health & Fitness Center, Yoga Studio and Business Center. The Sofia Hotel has preserved her 1926 gothic-esque appearance, proudly becoming San Diego’s only member of the National Trust Historic Hotels of America. Touches of The Sofia Hotel’s history, including historic photos on corridor light sconces, are woven into the property. Recipient of the Expedia.com Insiders Select Award two years running, The Sofia Hotel has been recognized by Expedia’s experts as the best in the world for value, quality and guest satisfaction review. For more information and to make reservations at The Sofia Hotel please visit [www.thesofiahotel.com](http://www.thesofiahotel.com) and call 800-826-0009.*

## About IQware

*Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With Intelligence<sup>SM</sup>” 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, vacation rental 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. IQware also provides Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management solutions). 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](http://www.iqwareinc.com) or call (877) 698-5151.*

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