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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 120,000 rooms generating more than \$3.5 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, IQrez, 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 or call (877) 698-5151

From One to Many Distribution Channels

Drop in the revenue-generating IQlink module, and the IQware Global Property Management System powers up a comprehensive online channel management solution that connects your property to an expansive universe of Internet hospitality distribution partners

With **IQlink**, IQware's Global Property Management System transforms into a comprehensive online channel management solution that provides a best-in-class interface to manage all of the external Internet distribution channels you want to use.

"**IQlink** makes it extremely simple for hospitality properties to update and manage their inventories, rates and restrictions across multiple third-party distribution Web sites," says David Perkins, President and CEO of IQware. "**IQlink**'s tight integration with the core IQware Global Property Management System means everything stays in perfect sync — a local update goes right to your external distribution partners' Web sites, so they are immediately updated in real time."

Efficient Channel Management

Real-time rate parity and room inventory availability across all major online distribution channels means properties can stop worrying about channel conflicts and profit hits, and instead focus their efforts on marketing in the best, most-profitable channels.

With unmatched real-time reporting, **IQlink** makes it standard practice to see how channels are performing overall and against one another. This lets property owners make fully informed strategic decisions about the distribution partners that work best for them.

"**IQlink** is a major evolution beyond the existing IQware Global PMS' Expedia QuickConnect Interface functionality currently available and used extensively by customers," observes Francois Greffard, IQware VP of Operations. "**IQlink** is conceived as a broad-based channel management solution that enables properties to control their inventories and maintain rate parity across *all* of their external booking channels."

IQlink was designed as a standard platform to enable direct distribution connections so properties no longer have to work with so many third-party technology partners. **IQlink** gives each property the ability to decide how best it can work with the Internet distribution universe. The IQware Global PMS already supported global distribution system (GDS) and Internet distribution system (IDS) connections. With **IQlink**, IQware further demonstrates its





commitment to continuing to bolster properties' capabilities to connect most efficiently to the top external distribution Web sites.

Sharing features and functionality, **IQlink** extends the proven single interface to connect with a multitude of distribution Web sites, integrating it tightly with the IQware Global Property Management System and sharing the information organically. The seamless connection is two-way — **IQlink** not only automates the exchange of booking information with third-party Web sites, but also inserts bookings and related updates back into the local system as they occur.

All in One and One for All

“IQware has the power of purchasing which we are using to negotiate with partners to represent inventory on behalf of our hospitality partners,” says Perkins. “It all comes down to doing the most efficient job of getting inventory and associated information and rates out to the largest possible number of distribution channels – more bookings means more bottom-line profitability.”

Compete With an Unfair Advantage

“Think of it this way – **IQlink** enhances the links to your website, GDS/IDS Online Travel Agencies, and a host of niche and regional websites,” say Greffard. With **IQlink**, even a smaller property's website can compete like the big websites.

IQlink lets a property easily reach third party distribution, via a single interface directly connected to their inventory, while ensuring rate parity across all online distribution channels. As a portal, **IQlink** lets properties tie together all their offerings into one – providing a one-stop shopping consolidation portal.

With built-in online management tools, it's easy to update rates, inventory and restrictions for online travel agencies, GDSes and IDSes in real time. And **IQlink** integrates tightly with other IQware offerings such as IQrez — a new, revenue-generating, easy reservations Web site add-on module. Put it all together, and **IQlink** links into greater results and greater profitability.

eCommerce & Marketing Tools

IQware keeps extending its core IQware Global Property Management System with integrated solutions that help its partners better manage and optimize all revenue channels, decrease operational costs, increase margins and enhance customer service and satisfaction.

IQlink, **IQmail**, **IQrez**, and **IQsem** are IQware's “**Fantastic Four**” revenue-generating modules. Here's a snapshot of just a few of the bottom-line features and benefits of **IQlink**:

- ✓ Comprehensive online channel management solution;
- ✓ Manages all external Internet distribution through a single interface;
- ✓ Updates and manages inventory, rates and restrictions across multiple third-party Web sites;
- ✓ Ensures rate parity to all external partners across all online distribution channels;
- ✓ Shows how channels perform overall and one-on-one.

Property Management System Add-Ons That Generate Revenue

IQware has been helping the hospitality industry “Partner With IntelligenceSM” for 25 years. Today, more than 5,000 end users utilize IQware’s suite of hospitality solutions to help market and manage more than 120,000 rooms generating more than \$3.5 billion in gross room revenue annually.

IQware isn’t simply another PMS vendor. IQware is a Single-Source Technology Partner that allows customers to run all aspects of their properties with one vendor. We bring with us 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.

It is commonly said that one size doesn’t fit all. IQware’s flexible enterprise technology and talented team debunk that saying. Our modular design and unique business rules empower IQware to be fully functional yet intimately customizable.

Equally important, our team is your partner for life through ongoing customized training and user-driven technology development. Our dedication, expertise and singular focus on the hospitality market ensure the success of your technology investment. We back you with 24x7 support and lifetime software upgrades. After all, hospitality is our business!

Looking for a competitive edge? Look no further. IQware helps the hospitality industry “Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools, including e-marketing, five-tier yield management, packages, loyalty points and IQDestinations. Because the IQware Global Property Management System has served as the heart of so many hotel operations for more than a quarter century, 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) through our many add-on modules.

The following are highlights of IQware’s Fantastic Four — IQware’s latest revenue-generating PMS add-on modules:



Our modular design and unique business rules empower IQware to be fully functional yet intimately customizable - Hospitality is our business!

- ✓ **IQlink** — A smart, seamless interface that automatically pushes your existing PMS inventory directly to the most effective and profitable Intranet, Global Distribution System (GDS) and Extranet channels.
- ✓ **IQmail** — A one-of-a-kind e-marketing solution that delivers all of the tools needed to create and deliver enticing customized messages and special offers, while closely tracking each campaign’s return on investment.
- ✓ **IQrez** — A robust, online booking-engine solution capable of integrating any Web site with the IQware Global Property Management System — seamlessly providing real-time inventory, specials, packages and a-la-carte deals via an intuitive graphical user interface.
- ✓ **IQsem** — A suite of Search Engine Marketing technologies proven to position your properties atop key search-engine rankings while optimizing your pay-per-click advertising and measuring related ROI metrics.

IQware — Your Single-Source Technology Partner — levels the playing field so you can finally compete with, and beat, national brands. We take technology partnering to a new level — ask our ever-expanding family of clients conducting business in two dozen countries. For more information, please visit www.iqwareinc.com or call (877) 698-5151.

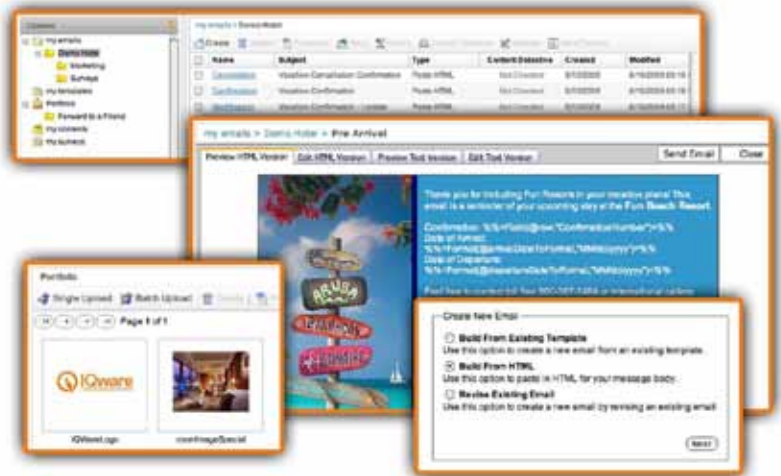
IQmail: The Next-Generation eCRM Tool

An add-on to IQware's Global PMS, IQmail is one-of-a-kind e-marketing solution that delivers all of the tools needed to create and deliver enticing customized messages and closely track responses and results - including each campaign's ROI

IQmail is a hospitality marketer's dream come true — a complete suite of tools that streamlines and automates the entire electronic marketing process. With **IQmail**, it's a breeze to focus in on each customer's and prospect's "hot points" and buying desires, and then deliver just the right messages at just the right time.

"**IQmail** really delivers on full marketing automation, with its do-all email creation, delivery and tracking tool set. It empowers the hospitality industry to really connect with customers and prospects and laser-focus in on their needs," says David Perkins, President & CEO of IQware.

IQmail lets any property tap into the vast potential of direct-to-customer marketing with full control — from upfront targeting and customized email creation, to campaign execution and comprehensive back-end analytics for follow-through and detailed ROI data.



Nurturing Loyalty

"The whole idea behind **IQmail** is simple: When you communicate better with clients and prospects, you reap improved ROI and customer relationships," says Francois Greffard, IQware VP of Operations. "**IQmail** removes the technical barriers to effective email communications and lets you automatically and regularly stay in touch with your customers."

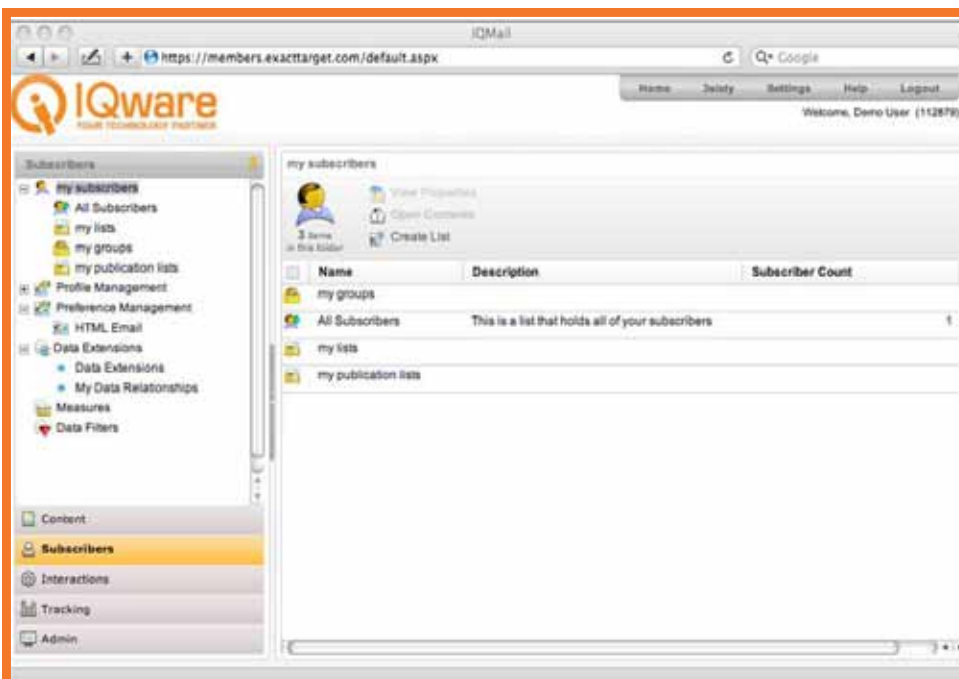
IQmail can handle sending out reservation confirmation emails, pre-arrival email reminders, post-departure follow-up emails and other types of high-touch customer communications like thank you messages. **IQmail** makes it easy to keep in touch.

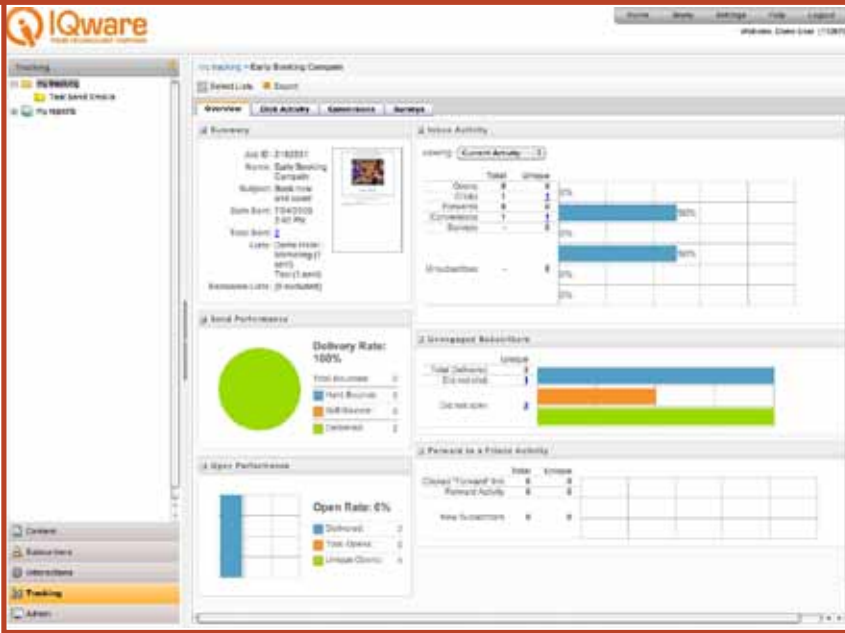
With an easy-to-understand, easy-to-use Microsoft Outlook-type menu interface, **IQmail** makes the whole process intuitive, says Greffard. Rather than being a hodge-podge of separate tools, **IQmail** is a slick, all-in-one control center for customer relationship management and e-marketing.

IQmail: Hoteliers' & Guests' Best Friend

"Having everything you need to know about each of your customers ... to be able to understand their individual product and service wants and needs and to be able to stay in touch via electronic communications — all in one place — is precisely what we set out to deliver with **IQmail**," points out Perkins. "**IQmail** gives all of this data structure and doesn't require a degree in computer engineering to use effectively."

Start up **IQmail** and you see a familiar-looking panel, grouping common e-marketing functions together: Content, Subscribers, Interactions, Tracking and Admin. Clicking on any one of these





presents more detail above it on specific functionality. The area to the right is the workspace where everything gets done, from viewing the critical tracking and reporting dashboard, to creating emails and running targeted campaigns.

With full integration into IQware’s Global Property Management System, **IQmail** can tap into all of the databases that store information about customers and prospects and their buying preferences and habits. Since **IQmail** can integrate complete customer history, point-of-sale information, Web site leads and other types of inquiries into one master database, it creates a centralized repository that can be cut-and-sliced countless ways to optimally understand — and communicate with — clients.

“**IQmail** quickly selects targeted lists of customers and focuses on them,” say Greffard. “Just as easily, it can handle turning thousands of Web site visitors into profiled and qualified leads.”

Any time is a good time for sending out a targeting email campaign, since **IQmail** removes the mundane manual chores typically associated with executing a comprehensive campaign. The module automates the creation, delivery and tracking of any number of email campaigns.

The **IQmail** engine has built-in features to maintain good

email standing with major Internet Service Providers, so email campaigns reach customers’ Inboxes rather than their junk/spam folders, notes Greffard. The email campaign manager functionality not only makes it easy to create professional emails, but also to develop customized vacation and travel packages and tie into other available IQware tools like the IQrez leading-edge Web site reservation system.

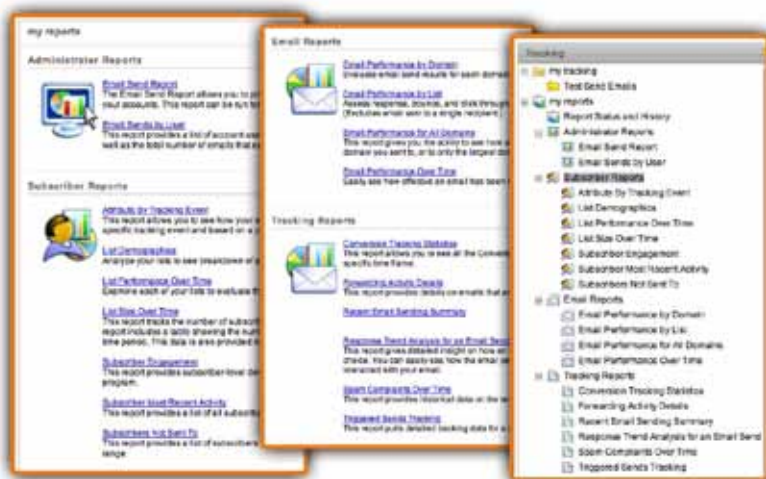
“**IQmail** has so much deep functionality, yet is so easy to use, you really have to see it and experience a hands-on demo to truly appreciate what it can do for you and your profitability,” says Greffard. “Add the **IQmail** tool chest today to your property’s marketing arsenal and jump start your marketing automation, segmentation, subscriber engagement, deliverability, targeted messaging, and ROI reporting and analytics capabilities!”

eCommerce & Marketing Tools

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- ✓ Automatically handles email confirmations, pre-arrival messages and post-stay surveys through integration with IQware Global PMS;
- ✓ Uses demographic data to deliver targeted email messages;
- ✓ Tracks and reports on who received, opened, and how they acted on each email; and
- ✓ Manages marketing automation, segmentation, subscriber engagement, deliverability and targeted messaging.



Introducing IQrez: Online Reservations Made EZ

IQrez is a robust online booking engine solution that integrates any Web site with IQware's Global PMS - seamlessly providing real-time room inventory, specials, packages and a-la-carte deals via a user-friendly interface.

IQware is pleased to unveil its leading-edge **IQrez** online reservation system that tightly integrates with clients' Web sites and empowers customers to make their own reservations through an easy-to-use, interface seamlessly integrated with IQware's Global Property Management System.

"**IQrez** dramatically increases the speed and ease-of-use of making reservations by doing just about everything on one screen — saving guests from getting bogged down in the usual multiple-page process they have come to dread," says David Perkins, President & CEO of IQware. "With **IQrez** your customers can plan and book their vacation itineraries by specific dates, and at the same time book the special amenities and activity packages they are interested in — all in real time, seamlessly integrated into the look and feel of your Web site."

IQrez makes the online reservation process so easy and painless that it encourages the purchase of value-added products and services.

"In many cases, **IQrez** generates a 75% or greater boost in bottom-line profitability to the property from each customer," Perkins notes. "**IQrez** puts more heads in beds and bolsters your bottom line."

The screenshot displays the Dunes Village Resort website's online reservation system. The header features the resort's logo and navigation links: Home, Amenities, Accommodations, Online Reservations, Specials, Golf & Tee Times, Spa, Information, and Contact Us. A call to action in the top right corner reads "Call Today For Reservations! 1-877-828-2237".

The main content area is divided into several sections:

- Your Travel Itinerary:** Shows arrival and departure dates (11/05/2009 to 11/08/2009), room counts (1 room, 2 adults, 0 children), and a search button.
- Accommodations:** A yellow banner states "We found specials that match your search criteria. These specials may offer discounted rates for your stay." Below this, a featured rate plan "Fall Into Savings" is highlighted.
- Search Results:** Lists 12 results found. The first result is "Oceanfront Deluxe King Studio" with a price of \$220.05. A detailed description follows: "You'll enjoy a full oceanfront view overlooking the beautiful Atlantic Ocean in your Oceanfront Deluxe King Studio. As you enter the room you'll have a kitchenette equipped with a full size refrigerator, microwave, stove and granite counter tops. You'll love the beautifully decorated guestroom with a king size bed and full size sleeper sofa and dining area so you'll be able dine in at your leisure. This room also comes with 2 TVs so everyone can watch what they want or you relax on the sofa to your favorite movie on your DVD player. You can also enjoy your 'Seaside's Best' coffee in the morning while watching the sun rise on your own private balcony." A price breakdown shows a subtotal of \$176.00, tax of \$43.25, and a total of \$220.05.
- Other Accommodations:** Below the first result are two more options: "Oceanfront Deluxe DBL Studio" at \$220.05 and "Angle Oceanfront Queen Suite" at \$248.97.



Incremental Sales Boost

“IQrez provides an ideal consumer experience,” according to Francois Greffard, IQware’s VP of Operations. “Our proprietary technology focuses entirely on the user experience — dramatically enhancing the speed, seamlessness and ease of use of online reservations.”

Because customers can now book their reservations more easily and quickly, they are more inclined to look at other offerings on your Web pages, including specials and packages as well as a-la-carté product and service offerings.

“Customers buy more because the interface is clean and clear, resulting in greatly increased incremental sales to the property,” Perkins adds. “And because IQrez ties Web sites directly into the IQware Global Property Management System, everything happens in real time — room inventories are always current and accurate.

Seamless Integration

“We’ve given a lot of thought to how IQrez integrates with the IQware Global PMS to maximize the benefits it can deliver,” notes Greffard.

The IQrez Specials & Packages engine gives properties the ability to link specials on their Web sites with specific rate codes in the IQware Global PMS. Properties also can set up promotional codes, or hidden specials, accessible only through code redemption or direct links, creating even more specialized marketing opportunities.

To further drive incremental revenue and increase sales, IQrez implements a-la-carté functionality for booking additional products and services. All transactions are immediately reflected in the IQware Global PMS, making tracking a snap.

With IQrez, management companies can let their customers conduct searches across multiple properties. Each of these properties might be running its own separate IQware Global PMS, but IQrez takes care of providing the correct integration.

In addition, Condo/Vacation Rental search functionality is ideal for companies that manage various unit types across a broad range of buildings, villas, homes and other facilities. Group, Condo Owner, Timeshare/Vacation Club and Travel Agent booking modules are available, and all feature the same seamless integration with the core IQware Global PMS.



Customer & Results Driven

In 2009, IQware facilitated well over \$100 million in online reservations booked directly through the Web sites of client properties, according to Perkins. “This means you have control of your customers and can manage closer relationships for future business.”

With analytics integration and immediate access to them, properties have much more information at their fingertips about their customers, from knowing where the transaction came from to understanding the booking actions of customers.

Analytics are key to growth in profitability, says Greffard. **IQrez** is integrated with Omniture SiteCatalyst and Google Analytics, so it delivers detailed ROI data for better real-time decision-making.

Answering questions related to where customers arrive from, be it from Google searches or a travel Web site, helps in better understanding the success of marketing efforts. Knowing if a visitor to the Web site completes bookings on the site or abandons the site before booking helps in better understanding the online sales cycle and can aid in creating more successful specials, packages and a-la-carté offerings.

eCommerce & Marketing Tools

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- ✓ Integrated solution promotes each property and all amenities and packages;
- ✓ Secure reservations;
- ✓ Direct integration with the IQware Global PMS allows immediate online inventory delivery;
- ✓ Focuses entirely on the user experience by dramatically increasing the speed and ease-of-use of the online reservation process;
- ✓ Displays rooms, availabilities and rates in real time — based on defined occupancy priorities and yield management strategies;
- ✓ Provides multi-language support; and
- ✓ Handles advanced inventory scenarios including: Multi-properties, Condo/ Vacation Rental, Group, Timeshare/Vacation Club and Travel Agent booking.

'Book 'em, Danno!: IQsem Search Engine Marketing

IQsem delivers first-page search engine placement - where an estimated 90% of travel bookings are generated - and an increase in your Web site traffic of up to 20% or more!



IN today's Web-dominated world, having your property show up on the first page of an online accommodations search is critical to getting the booking. Thankfully, **IQsem** — Search Engine Marketing services from IQware's team of talented hospitality technologists — can help you "Book 'em, Danno!" "Our Search Engine Marketing professionals know all of the tactics and ways of influencing search engine results and managing pay-per-click advertising campaigns to ensure they yield solid, measurable results time after time," says David Perkins, President & CEO of IQware.

"Our new **IQsem** service offering promises — and delivers — the most complete, effective and efficient search engine marketing in the hospitality industry."

Of the \$20 billion spent on online media in 2009, 40% goes toward paid search programs — because search engines are where 79% of consumers who book travel purchases go first as the quickest and best resource for lodging information. And 90% of those who complete a search engine query will click on

something they find on the first page of their search results. "Search engine marketing is simple to understand — if you build it, they will come — but not easy to optimize," Perkins adds. "That's where we come in. **IQsem** does all the work for you."

Get to the Top

"Getting a property onto the first page of search engine results takes a special mix of tactics and a keen understanding of how search engine optimization really works," says Francois Greffard, IQware VP of Operations. "With **IQsem**, we've put together a comprehensive, field-proven approach to getting our clients results through SEO and paid advertisement placement."

IQsem can deliver results on its own, but is best utilized as part of a complete front- and back-end solution.

"**IQsem** is not just search engine optimization (SEO), Greffard adds. "It's all that and a lot more, all backed by our comprehensive IQware Global Property Management System and add-on modules like IQmail, IQrez and others that together deliver a total Web marketing solution."

As part of **IQsem**, your Web pages are designed and written to be especially attractive to search engines. Content is king when it comes to how search engines rank Web pages: The right keywords are crucial to having Web pages stand out and climb to the top of search results.

Anticipating what customers want and making sure keywords are strategically selected is primary, Greffard points out. Getting quality links from content on other Web sites also helps drive customers to your property's Web site and bolster your search engine rankings. Making sure your Web site is coded properly and can be indexed by search engines is a basic, but often overlooked, requirement to good results. **IQsem** helps ensure no opportunities are missed.

Anatomy of a search

search term

sponsored results (PPC)

local results (geo/seo)

organic results (SEO)

SEO + PPC = IQsem

“All of the SEO in the world isn’t going to bring results by itself. It needs to be rounded out with a well-planned and executed pay-per-click advertising strategy,” says Perkins. “Campaign management can be complicated. That is where we come in with **IQsem** and make your job a whole lot easier.”

Getting the right keywords that work best and attaching specific paid text ads to them is the essence of pay-per-click (PPC) advertising strategies. When a consumer uses a search engine, the terms they select are the keywords that matter. The results they get, whether in the form of paid text ads or SEO-influenced natural listing results, is what they are looking for and will click on.

“As part of **IQsem**, we make sure to get the right paid text ads associated with the right keywords — adwords — so consumers get results, no matter what search terms they happen to use,” Greffard says.

Greffard notes it’s critical to garner premium exposure for the terms that current potential visitors to your Web site use to find information about lodging, making sure all SEO and PPC keyword bases and strategies are covered.

“IQware professionals delivering **IQsem** services understand the complete process and are currently managing more than \$1 million per month in paid search campaigns,” concludes Greffard. “Properties that have both paid ads and high natural search listings from SEO on search engine results pages can yield up to 20% or more traffic to their Web sites.

“**IQsem** delivers unmatched ‘top-of-search awareness,’ which in turn drives brand recognition, occupancies, average daily rates and revenue per available,” Perkins adds.

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- ✓ Increases search engine marketing effectiveness and efficiency;
- ✓ Manages and automates the keyword bidding process based on defined sales, costs, or combined ROI metrics;
- ✓ Quickly measures marketing ROI without having to merge cost and sales data from multiple sources.
- ✓ Puts your brand and properties atop search engine results — and keeps them there; and
- ✓ Transforms the Internet into a lean, mean booking machine programmed to give preferential treatment to your brands, properties and best customers and prospects.

