



## **IQWARE DOUBLES DOWN ON HOSPITALITY INVESTMENT**

**For Immediate Release**

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It would seem like an odd time to be increasing one's investment in the hospitality market in the middle of a world pandemic and with so many in the hospitality industry struggling. But that's exactly what IQware Inc.'s founder David Perkins is doing. Every Hotelier around the world must adjust to the new normal, run more efficiently and simply expect more out of their technology partners.

IQware clearly recognizes that it is not the time to ask current or potential partners to increase capital expenditures rather it is the complete opposite. It is time to help them analyze every dollar they spend, on what, with how many vendors to determine if it is well spent and producing true ROI. To survive and compete in today's hospitality market every hotel group & management company must run at the most efficient levels possible. Hoteliers are simply paying too many different technology vendors to execute their business model. PMS, Channel Management, E-commerce, Revenue Management, Asset Management and Booking Engine to name a few. That is why IQware is continuously investing in developing fully integrated IP solutions with the business model of becoming hotelier's single source technology partner. IQware is confident that by eliminating Hoteliers's need and reliance on numerous vendors it will improve operations and productivity while significantly reducing their annual expenditures. Providing Hoteliers's with integrated technology platforms and providing them with the necessary powerful tools they need to Find, Book, Host, Know, & Keep Guests all from one vendor is IQware's mission

"Frankly, I simply do not understand why hoteliers continue to pay 3, 4 or more SAAS vendors all needing to make profits for technology that one vendor can deliver with better integration and for half the price. At IQware we are fully committed and have proven that we can provide Hoteliers one complete solution eliminating numerous vendors therefore saving them crucial financial capital. It is time for every Hotelier and Vendor to step up and be there for one another. As the founder of IQware I am committed to doing everything in my power to help our current and future partners navigate through this crisis, now and for the foreseeable future." David Perkins passionately states.

One such partner Red Planet moved to IQware 2 years ago has experienced this firsthand. With 32 properties and 5,000+ rooms in various countries ranging from Thailand, Japan, Philippines & Indonesia. "We couldn't be more pleased with IQware especially during this difficult past year where they have shown true commitment to this partnership. They have dramatically reduced what we spend annually on technology while providing us a powerful API, a fully integrated Revenue Management System and robust PMS software that has clearly helped increase our annual revenues." Erwann Mahe COO Red Planet.

**"IQware, Your Single Source Technology Partner"**

**About IQware, Inc.**

IQware, founded in 1984, is a hospitality software provider that helps hotels and other lodging operations find, book, know, host, and keep their guests. Today, IQware's technology operates over 135,000 rooms, generating over 3.5 billion dollars in annual gross revenue. "Built by Hoteliers for Hoteliers", the IQware staff brings more than 300 years of combined experience in managing hospitality properties and developing related software. From regional hotel chains to multi-property management companies to small independent properties, IQware is the single-source technology partner through ongoing customised training, user-driven technology development, 24x7 support, and lifetime software upgrades. For more information, visit [www.iqwareinc.com](http://www.iqwareinc.com) or call (877) 698-5151.

**About Red Planet Hotels**

Red Planet Hotels, founded in 2010, is a privately-owned regional hotel group focused on Asia's expanding budget hotel sector. The company owns and operates 32 hotels in Indonesia, Japan, the Philippines, and Thailand for a total of 5,000 rooms. Eight additional hotels, comprising 1,769 rooms, will open across Japan, Thailand, and the Philippines. These hotels will open using Red Planet's robust and scalable technology platform, providing both advanced reservation software, ensuring a fast and efficient booking process, and local attraction guides for customers. Red Planet comprises a stylish budget hotel offering, with all its properties centrally located and equipped with high-speed Wi-Fi. Red Planet's companies based in Jakarta (Red Planet Indonesia - PSKT:IJ) and Tokyo (Red Planet Japan - 3350:JP) are listed on the Indonesian and Japanese stock exchanges, respectively. For more information, please visit: [www.redplanethotels.com](http://www.redplanethotels.com)