



Technology partnerships Matter

For Immediate Release

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When looking for a PMS Technology Partner to fuel multi-service Hotels and Resorts, there are several factors that should be paramount in the selection process such as: functionality, quality of product, does it meet the needs and requirements of your Property? Etc.

But in today's world with the ever-changing landscape of the Hospitality Industry, many other factors are just as important. Considering that the Property Management Software is the heart of your technology center, interfacing or integrating seamlessly with the rest of your technology platform will certainly provide you with the most efficiency gains. Whether you prefer the best of a breed approach or a single source technology partnership, the need for your PMS Vendor to be flexible and fully supportive of your preference is essential to the success of your business.

When your needs or business model change, or when responsiveness and adaption to an ever evolving market is required; will your current PMS vendor be able to support you or will you need to change PMS vendors... incurring a significant capital expenditure?

Selecting a PMS Vendor based on their interface capabilities and strength of their API is critical. Ensuring that your PMS Vendor is a Development House that is committed to future Research & Development is equally important. Will they listen to your enhancement requests and be open to executing them? How financially stable is the PMS Vendor you are choosing, are they a public company or a private one? What is their motivation to service you as a client or are the shareholders and future acquisitions more important to them?

The above factors are why IQware, Inc. has been a leading Hospitality Technology Vendor for 20 years. IQware is a true Development House, using only direct employees that invests over \$2 Million each year improving its technology platform and that also incorporates a robust API. Considering that the average client tenure with IQware is 10 Years, IQware considers this quite the testament.

"At IQware we are extremely proud of our technology platform. It is rich in functionality and provides us the ability to continually adapt to the ever-changing market needs of our clients. Over the past 20 years I have re-invested over \$30 Million on our technology offerings and will continue to do so, as I firmly believe that technology vendors should continue to evolve and grow to meet the ever changing needs of our industry and clients" – Says David M. Perkins – Owner of IQware.

"Having been an IQware client for 15 years I can attest to IQware's commitment to development and their ability to adapt to our changing needs as a management company. Our property portfolio consists of Hotels, Resorts, Condos and Timeshare Properties, IQware's depth of functionality and robust API enabled us to effectively manage this portfolio with 1 seamless platform. Few PMS vendors would have been able to handle this scenario" states Mike Evans – Chief Financial Officer of Elite Resorts.

"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, Resorts, Condo-Hotels, Extended Stay, etc. IQware is the single-source technology partner through ongoing customized training, user-driven technology development, 24x7 support, and lifetime software upgrades. For more information, visit www.iqwareinc.com or call (877) 698-5151. x2

About Elite Resorts

For over 50 years the founders of Elite Island Resorts have been providing guests a truly genuine taste of warmth and hospitality. This vast knowledge and experience in the region is what makes the resorts so impressive. We know the people, the islands, the customers, and what guests want, and we work hard every day to deliver a truly wonderful vacation experience, for every guest, all the time. Elite Island Resorts represents an impressive collection of 9 All-Inclusive beachfront properties throughout the Caribbean and an outstanding ranch-style luxurious boutique resort in Panama. Each of the resorts is uniquely different from the next and offers something to cater to even the most discerning travelers. The resorts are perfect for all occasions, including destination weddings, honeymoons, and romantic escapes, or family retreats, eco-vacations, and friends' getaways.