



IQware and Key Data Partner to Provide Business Intelligence, Comparative Data, and Enhanced Pricing for all IQware Customers

For Immediate Release

Santa Rosa Beach, FL – April 7, 2021 – IQware and Key Data are excited to announce an enhanced partnership under which IQware is purchasing Key Data’s dashboards for all IQware users and embedding the Key Data BI and benchmarking tools directly into the IQware platform.

Professional lodging operators need clear & immediate visibility into their entire performance and competitive space. Vacation Rentals are increasingly winning a larger share of the overall lodging spend, and Hotels & Resorts are turning to sources like Key Data to better understand how to compete and price against the growing alternative accommodations market.

“IQware has been a strong partner for Key Data, and we are thrilled to be deepening the relationship by working together to bring better tools to all their customers from directly within the IQware platform,” said Jason Sprenkle, CEO of Key Data. “IQware has shown a strong commitment to having the leading tools easily accessible to all their users, and we’re honored to be a part of this ongoing effort,” Sprenkle added.

As part of the new partnership, IQware will also aggregate market data from Key Data to further enhance its pricing algorithms. “We want to continue to provide the best pricing recommendations in the market, and we’re excited to be adding Key Data’s market intelligence into our models,” said Francois Greffard, CEO of IQware. “Key Data’s reporting tools and unique data set strengthen the offering and recommendations we’re able to provide to our customers, and we excited to continue to work with their to team to build addition value into our platform.”

IQware’s customers can learn more about activating the dashboards by contacting their Sales Representatives directly or The Sales Department at (877-698-5151 x 2.)

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 Inc. 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.

About Key Data Dashboard

Key Data is the leading provider of data & analytics for lodging partners in leisure markets around the world. Through direct integrations with the reservation systems for vacation rentals, hotels and resorts, Key Data provides business intelligence and benchmarking tools which replace hours of compiling data for professional lodging operators. To learn more about direct source data & comparative data please visit www.keydatadashboard.com.