



**For Immediate Release**

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# Get Smart

*Unlock the full potential of your property management system with IQware's new Business Intelligence & Analytics solution.*

**DEERFIELD BEACH, FLA. — AUGUST 19, 2011** — Data is the lifeblood of any business. It informs every aspect of your operations, from your pricing to your marketing to your onsite presentation. The better data you have, the better equipped you are to deal with a constantly fluctuating and increasingly competitive marketplace.

Every day, hotels utilizing the IQware Property Management System (IQpms) collect thousands of data points on their guests. Now, IQware announces a new Business Intelligence program that will turbocharge your hotel's reporting capabilities, allowing you to drill deeper into your existing data like never before.

"The IQpms contains a wealth of information important to an hotelier," says Francois Greffard, Vice President of Operations for IQware. "What the IQbi will do is allow an hotelier to query this data using a simple web interface to produce sophisticated reports. These reports will be exportable into Microsoft Office applications for further manipulation the hotelier requires."

As Greffard explains, all IQware products have their own databases optimized for their own application. IQbi processes all that data into an optimized database, allowing you to quickly and easily analyze your data along three-dimensions. You can create Pivot charts to report results from multiple sources, extracting data into one worksheet or graph so that you can more easily update or aggregate data.

“For instance, you can look at who booked in the last month, where they are from and what rates they were charged, and slice that data from all three viewpoints,” says Greffard. “With IQbi, it is simple to create pie charts, bar graphs or Excel spreadsheets and paste them directly into a report.”

The IQbi is a web-based application. Once it is installed on your property’s server, it can be accessed from anywhere at any time.

Once per day, IQbi will import and consolidate data from all of its sources. In this way, data in the system will never be older than 24 hours and running reports will have no impact on the original applications.

“At IQware, we are constantly innovating and evolving based on our customers’ needs,” says IQware CEO David Perkins. “IQware Business Intelligence is another way we are delivering increased ROI to our clients. By providing a better understanding of what your clients are doing and what they want, IQbi puts better focus in the right place. It’s an influx of knowledge on what's working and what's not working, allowing you to make the most informed business decisions.”

## Data Selection

The key to the IQbi is a selection screen to allow users to choose which fields they would like to export to their report. You can create completely customized reports from any data table, or you can utilize the many pre-programmed reports IQware has created within the system.

The system allows for full flexibility in reporting. Reports can be automated to run daily, weekly, quarterly, or annually, with the results sent directly to your email.

“With IQbi, you can unlock everything you ever wanted to know about your guests, and see how that directly ties into your business,” says John G Denver, IQware Vice President, Business Development. “The goal of this program is to present that data, help you understand it, and present it in a meaningful way.”

Reporting fields built into the IQbi include:

- Dates – arrival date, departure date, booking date, lead time
- Guest status – reserved, arrived, check-out, cancelled
- Bookings – individual or group (family), booking source, booking type
- Marketing – source of business, guest type, promotions received, geographical location
- Revenues – room rates, how much spent on property, services utilized
- Guest profile – reward memberships, packages purchased, point balances, etc.
- And much more!

The other key advantage of the IQbi is that it allows a single user to manage data for multiple properties and across multiple IQware products.

“This is really something that our larger clients can take advantage of; rolling up data from multiple properties and taking operational or marketing actions from a global perspective,” says Greffard. “Maybe you see a number of guests coming from one geographic location. You can implement a marketing plan to target those guests or adjust your rates based on what you are seeing on a regional basis.”

“Having this data at your fingertips is how smart hotels can make decisions to drive more revenue and increase traffic. It’s a tool that managers and marketers can really have fun with.”

IQbi will launch this August, adding another key component to IQware’s full range of hotel management solutions.

## 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 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 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 point etc.,... Because IQware’s Global Property Management System has served as the heart of so many hotel operations for a quarter century, today 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). 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.*