



For Immediate Release

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IQware's 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*

DEERFIELD BEACH, FLA. — November 30, 2009 — 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.

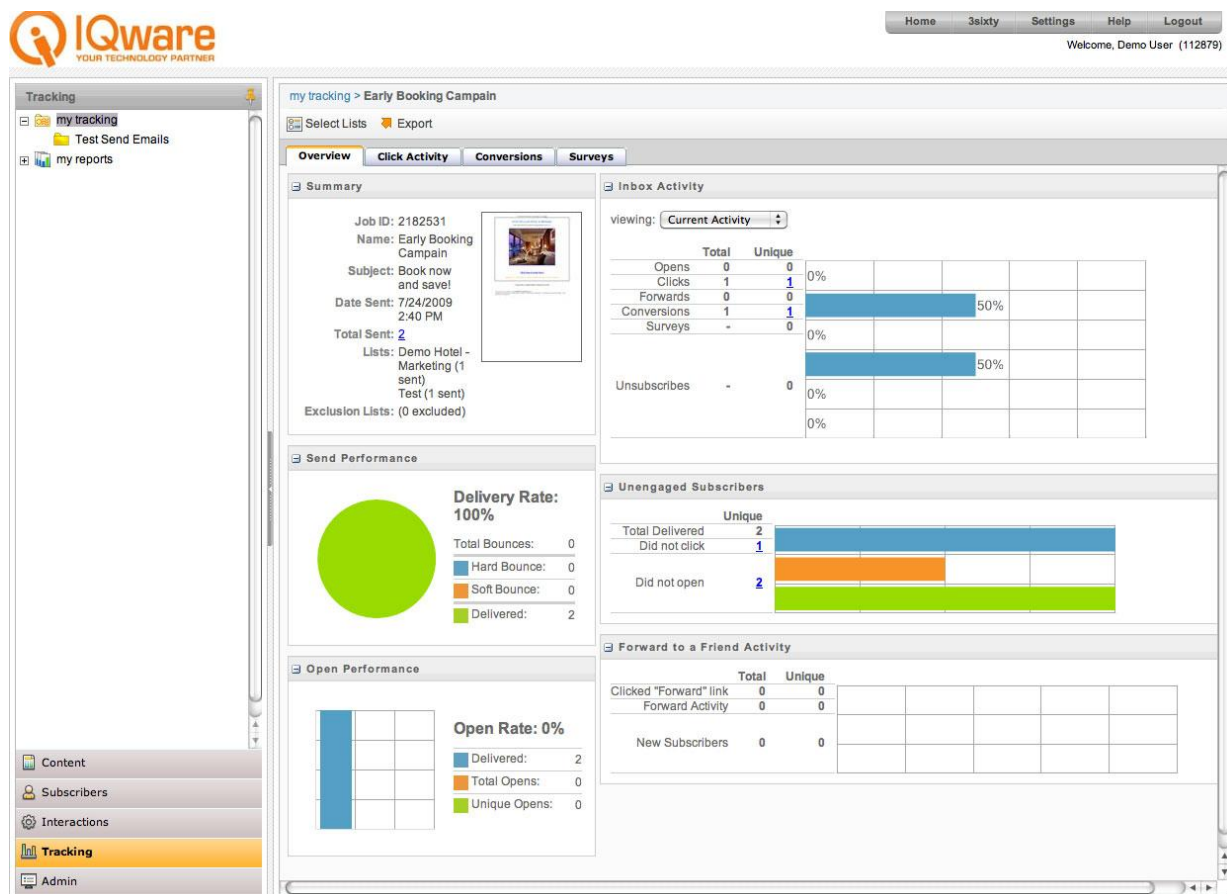
IQmail lets any property tap into the vast potential of direct-to-customer marketing with full control — from upfront targeting and customized email creation, to campaign execution and comprehensive back-end analytics for follow-through and detailed ROI data.

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.

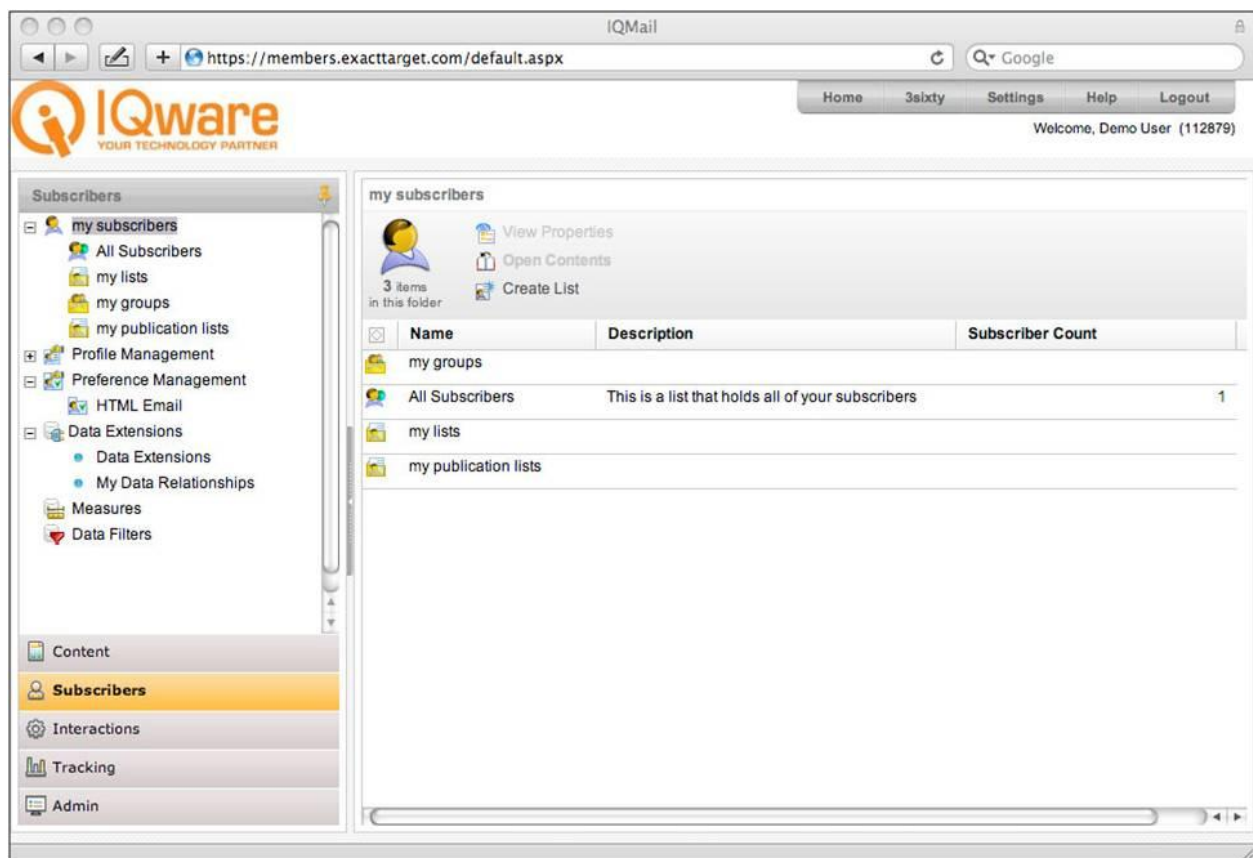


IQmail: Hoteliers' & Guests' Best Friend

“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

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.

IQmail, IQrez, IQsem and IQlink are IQware's “Fantastic Four” revenue-generating modules. News on IQrez has already been released and news on IQsem and IQlink are forthcoming later this year, but here's a closing snapshot of just a few of the bottom-line features and benefits of **IQmail**:

- ✓ 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.

About IQware

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.

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More IQmail Screengrabs

The screenshot displays the IQmail web interface. The browser address bar shows <https://members.exacttarget.com/default.aspx>. The IQware logo is in the top left, and navigation links for Home, 3sixty, Settings, Help, and Logout are in the top right. A welcome message for 'Demo User (112879)' is visible.

The main content area is titled 'User-Initiated Emails' and contains a table with columns for Name, External Key, and Description. One email entry is visible: 'Cancellation email'. A preview of the email content is shown to the right of the table.

A 'Send Management' sidebar is open on the right, showing configuration options for the selected email:

- Send Classification (required):** Default Commercial
- Override Sender Profile with: Default
- Override Delivery Profile with: Default
- Audience:** Edit Audience, Target Audience, Exclusion Audience, De-Duplicate by Email Address
- Message Properties:** Message Format, Multi-part MIME
- User Tracking:** Track all links found within this email, Suppress this Send from Reports

The bottom of the interface shows 'Page 1 of 1 (1 Items)' and a footer with a URL: <https://members.exacttarget.com/Content/Administration/SendManagement/SendDefinitionDetails.aspx>

IQmail Marketing Interaction Automation

The screenshot displays the IQmail web interface with several overlapping windows:

- Content Tree (Top Left):** Shows a hierarchy of folders including 'my emails', 'Demo Hotel', 'Marketing', 'Surveys', 'my templates', 'Portfolio', 'Forward to a Friend', 'my contents', and 'my surveys'.
- Email List (Top Right):** A table titled 'my emails > Demo Hotel' with columns: Name, Subject, Type, Content Detective, Created, and Modified.

Name	Subject	Type	Content Detective	Created	Modified
Cancellation	Vacation Cancellation Confirmation	Paste HTML	Not Checked	6/10/2009	6/10/2009 05:10
Confirmation	Vacation Confirmation	Paste HTML	Not Checked	6/10/2009	6/10/2009 05:16
Modification	Vacation Confirmation - Update	Paste HTML	Not Checked	6/10/2009	6/10/2009 05:17
- Preview Window (Middle Right):** Titled 'my emails > Demo Hotel > Pre Arrival'. It shows a preview of an email with a vacation-themed image and text:

Thank you for including Fun Resorts in your vacation plans! This email is a reminder of your upcoming stay at the Fun Beach Resort.

Confirmation: %%=Field(@row,"ConfirmationNumber")=%%
 Date of Arrival: %%=Format(@arrivalDateToFormat,"MM/dd/yyyy")=%%
 Date of Departure: %%=Format(@departureDateToFormat,"MM/dd/yyyy")=%%

Feel free to contact toll free 800-367-3484 or international callers
- Portfolio View (Bottom Left):** Shows a 'Portfolio' section with 'Single Upload', 'Batch Upload', and 'Delete' options. It displays two items: 'IQWareLogo' and 'roomImageSpecial'.
- Create New Email Dialog (Bottom Right):** A dialog box with three radio button options:
 - Build From Existing Template**
Use this option to create a new email from an existing template.
 - Build From HTML**
Use this option to paste in HTML for your message body.
 - Revise Existing Email**
Use this option to create a new email by revising an existing email.
 A 'Next' button is located at the bottom right.

IQmail Email Create, Preview and Deliver

Content

- my emails
 - Demo Hotel**
 - Marketing
 - Surveys
- my templates
- Portfolio
- my contents
- my surveys

Content

- Subscribers
- Interactions
- Tracking
- Admin

my emails > Demo Hotel > **Modification**

Preview HTML Version | **Edit HTML Version** | Preview Text Version | Edit Text Version

Send Email | Close

Personalization:

Email Tools:

Rich Media:

Tracking:

Note: Link tracking enabled at send time

```

%%{
var @recSet, @row, @arrivalDateToFormat, @departureDateToFormat, @balanceDue
SET @recSet = LOOKUPROWS("Demo Data Extension", "SubscriberKey", [{"subscriberkey}], "SendEmailFlag", 1)

if ROWCOUNT(@recSet) == 1 then
  SET @row = Row(@recSet, 1)
  SET @arrivalDateToFormat=Field(@row,"ArrivalDate")
  SET @departureDateToFormat=Field(@row,"DepartureDate")
  SET @balDue=Subtract(Field(@row,"TotalAmount"),Field(@row,"AmountReceived"))
endif
}%%

<custom name="opencounter" type="tracking">
<body><table width="600" border="0" align="center" cellpadding="0" cellspacing="0">
<tr>
<td><table width="600" border="0" align="center" cellpadding="0" cellspacing="0">

```

To modify the HTML version of your email, simply click in the edit area and begin typing. When you have completed your editing, click the Save button to save your changes.

Note: To personalize, add email tools or track an email - place your cursor in the appropriate area, select the tool and click the **Insert** button.

Note: If you are using your own HTML code to create emails, you are required by the new Federal CAN-SPAM ACT to add both the Physical Mailing Address code and the modify Your Profile / Unsubscribe code in your email.

- For HTML Paste emails, please select "Physical Mailing Address" under "Email Tools" to insert the physical mailing address in HTML version of the email.
- The recommended format for the physical mailing address in the TEXT version of your email is the following:

IQmail Email Editing of HTML

Content

- my emails
 - Demo Hotel
 - Marketing
 - Surveys
- my templates
- Portfolio
- my contents
- my surveys

Content

- Subscribers
- Interactions
- Tracking
- Admin

my emails > Demo Hotel > Modification

Preview HTML Version | Edit HTML Version | Preview Text Version | Edit Text Version

Send Email | Close

```

%%[ var @recSet, @row, @arrivalDateToFormat, @departureDateToFormat, @balanceDue SET @recSet = LOOKUPROWS("Demo Data Extension",
"SubscriberKey", [_subscriberkey], "SendEmailFlag", 1) if ROWCOUNT(@recSet) == 1 then SET @row = Row(@recSet, 1) SET
@arrivalDateToFormat=Field(@row,"ArrivalDate") SET @departureDateToFormat=Field(@row,"DepartureDate") SET
@balDue=Subtract(Field(@row,"TotalAmount"),Field(@row,"AmountReceived")) endif ]%%
%%[ else ]%% %%[ endif ]%%

```

RESERVATION CONFIRMATION

Dear %%FirstName%% %%LastName%%,

Thank you for including the Divi Aruba Phoenix Beach Resort in your vacation plans! We hope that you will have a wonderful stay. Please contact us at 1-800-367-3484 or send us an email at reserve@diviresorts.com should you have any questions, or if we can help in any way.

GUEST INFORMATION

Name: %%FirstName%% %%LastName%%
 Address: %%Address%%
 Address2: %%Address2%%
 City/State/Zip: %%City%%, %%State%%, %%Zip%%
 %%[if ROWCOUNT(@recSet) == 1 then]%% Confirmation Number:
 %%=Field(@row,"ConfirmationNumber")=%%

RESERVATION INFORMATION

Arrival Date: %%=Format(@arrivalDateToFormat,"MM/dd/yyyy")=%%
 Departure Date: %%=Format(@departureDateToFormat,"MM/dd/yyyy")=%%
 Room Type: %%=Field(@row,"RoomName")=%%
 Number of Adults: %%=Field(@row,"Adults")=%%

IQmail Email Preview of HTML

Tracking

- my tracking
- Test Send Emails
- my reports

- Content
- Subscribers
- Interactions
- Tracking
- Admin


my tracking > Early Booking Campaign

Select Lists Export

Overview Click Activity Conversions Surveys

Summary

Job ID: 2182531
 Name: Early Booking Campaign
 Subject: Book now and save!
 Date Sent: 7/24/2009 2:40 PM
 Total Sent: 2
 Lists: Demo Hotel - Marketing (1 sent)
 Test (1 sent)
 Exclusion Lists: (0 excluded)




Inbox Activity

viewing: Current Activity

	Total	Unique	
Opens	0	0	0%
Clicks	1	1	0%
Forwards	0	0	0%
Conversions	1	1	50%
Surveys	-	0	0%
Unsubscribes	-	0	0%

Send Performance



Delivery Rate: 100%

Total Bounces: 0

Hard Bounce: 0

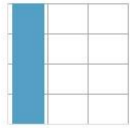
Soft Bounce: 0

Delivered: 2

Unengaged Subscribers

	Unique
Total Delivered	2
Did not click	1
Did not open	2

Open Performance



Open Rate: 0%

Delivered: 2

Total Opens: 0

Unique Opens: 0

Forward to a Friend Activity

	Total	Unique
Clicked "Forward" link	0	0
Forward Activity	0	0
New Subscribers	0	0

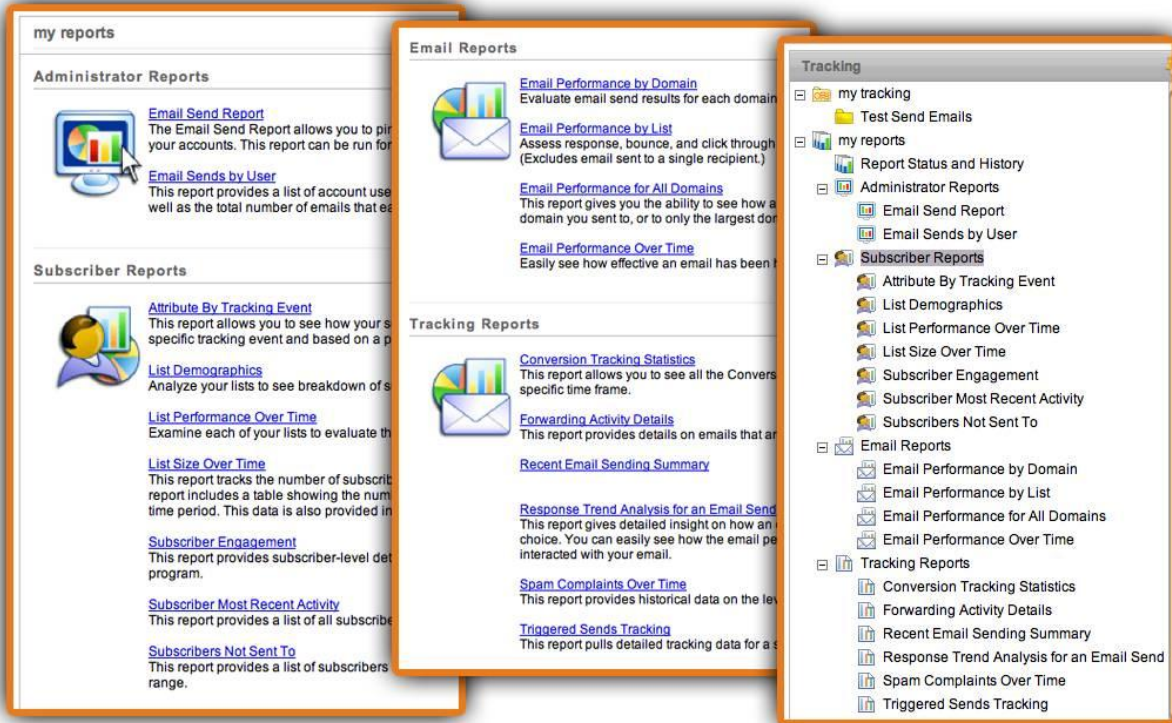
IQmail Email Tracking Report Analytics

The image shows two overlapping screenshots from the IQmail interface. The larger screenshot on the left is titled "Filter" and shows the configuration for a filter. Under "Data Source", "Profile Attributes" is selected. An "Outer Grouping" section contains a condition: "FirstName" is equal to an empty field. Below this are "Add Condition" and "Add Grouping" buttons. The "Filter Text" section shows the generated filter rule: "Return records where: profile attributes match 'FirstName' == ''".

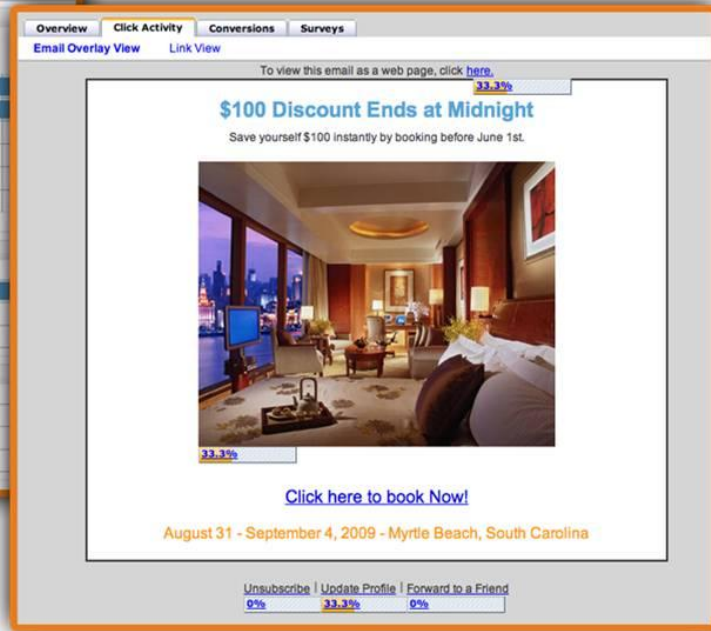
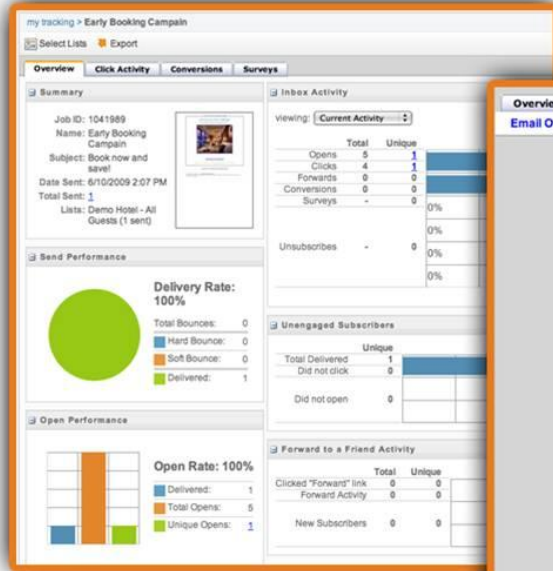
The smaller screenshot on the right is titled "Measures" and shows a list of available measures. It includes a "Create" button and "Delete" and "Move" icons. The list has columns for "Name" and "Description".

<input type="checkbox"/>	Name	Description
<input type="checkbox"/>	_Total Unique Opens Last 30 Days	System defin
<input type="checkbox"/>	_Total Unique Clicks Last 30 Days	System defin
<input type="checkbox"/>	_Total Marketing Sends Last 30 D...	System defin
<input type="checkbox"/>	_Total Transactional Sends Last 3...	System defin
<input type="checkbox"/>	_Total Hard Bounces Last 30 Days	System defin
<input type="checkbox"/>	_Total Unsubscribes for Marketing...	System defin
<input type="checkbox"/>	_Total Emails Not Opened Last 30...	System defin
<input type="checkbox"/>	_Total Emails Not Clicked On Last...	System defin
<input type="checkbox"/>	Demo Measure	

IQmail Filters and Measure Selection



IQmail Email Report Listings for Tracking & Analysis



IQmail Email Results Tracking Analysis Visuals

IQMail

https://members.exacttarget.com/default.aspx

Google

Home 3sixty Settings Help Logout

Welcome, Demo User (112679)

IQware
YOUR TECHNOLOGY PARTNER

Subscribers

- my subscribers
 - All Subscribers
 - my lists
 - my groups
 - my publication lists
- Profile Management
- Preference Management
- HTML Email
- Data Extensions
 - Data Extensions
 - My Data Relationships
- Measures
- Data Filters

Content

Subscribers

Interactions

Tracking

Admin

my subscribers

View Properties

Open Contents

Create List

3 items in this folder

Name	Description	Subscriber Count
my groups		
All Subscribers	This is a list that holds all of your subscribers	1
my lists		
my publication lists		

IQmail Email Targeting with Groups

The screenshot displays the IQmail SMS Messaging configuration interface. On the left, a tree view shows the hierarchy: Interactions > Messages > SMS > MO Keywords. The main area shows a table of SMS MO Keyword Definitions with columns for Keyword, Verbs, Default?, Next Keyword, and Action. A Properties dialog box is open, showing the configuration for a selected keyword.

Keyword	Verbs	Default?	Next Keyword	Action
[blurred]	[blurred]	[blurred]	[blurred]	Send Sms
[blurred]	[blurred]	[blurred]	[blurred]	Send Sms

Properties

Name (required)
[text input]

Verbs (required)
[text input]
A comma-delimited list of verbs for this keyword definition.

Next Keyword
[text input]

Action Type

Type
Send Sms

Type Description
Send an Sms response to the mobile number that originated the received message.

Action Settings

Message (required)
[text area]
The text of the message to send to the mobile number.

IQmail SMS Messaging Functionality



Enter your username and password to log in.

Username:

Password:



Remember Me



[Click here if you have forgotten your password.](#)

IQmail Login