



**For Immediate Release**

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# Time for a Change

*Since switching over to IQware's Global Property Management System, the Riveredge Resort is saving time and increasing revenue with a streamlined program that optimizes the guest experience.*

**DEERFIELD BEACH, FLA. — October 21, 2010 —** The Riveredge Resort in Alexandria Bay, N.Y., prides itself on its historic charm. Located on the St. Lawrence Seaway in the heart of the Thousand Islands, the Riveredge Resort shares the neighborhood with historic Boldt Castle, museums and historic villages.

While there's no way to truly turn back time, the Riveredge Resort has found a way to recapture what was once lost time with the help of IQware's Global Property Management System (PMS).

"The IQware system has helped streamline our operations, making reservations faster, quicker and easier," says Christine Penrose, General Manager for the Riveredge. "What were once 20 minute phone calls have been cut down to 5 minutes. And the online system is amazing. We had to manually add rooms sold to our inventory before, but it is now done automatically. It really expedites the process for guests, staff and management."

Designed to link all your revenue and operational applications to the heart of your hotel, the IQware PMS ensures efficiency, productivity, profitability and, most important, guest satisfaction. IQware excels at building relationships and delivering dependable, fully integrated and perfectly-suited solutions to its ever growing client base.

Beyond its collection of feature-rich hospitality management applications, IQware becomes a true partner in technology with its customers, offering ongoing customized training, user-driven technology development, 24x7 support and lifetime upgrades.

“There is no cookie-cutter PMS that is going to work right for every hotel property out there,” says David Perkins, President of Deerfield Beach-based IQware. “That is why IQware is designed for complete customization and unlimited flexibility to meet each of our customers’ unique needs. Our software, built upon a series of integrated modules and superior technology, was designed to address every facet of your business, with a singular focus on ultimately improving your bottom line.”

## Linked In

The Riveredge Resort has been working with IQware since November 2009. Having just completed its first busy summer season with IQware, Penrose says the system made a huge difference in helping manage the operations of its marina. The Riveredge offers over 2,000 feet of prime dock space with power, water and cable TV hook-ups on the St. Lawrence River.

“We were never able to do reservations for our docks along with our guestrooms before. They always had to be handled separately,” says Penrose. “With IQware, we were able to bundle all those reservations together. It streamlines the process and is another time-saver for our staff. It’s made things a lot easier this past summer.”

Likewise, IQware helped integrate operations for the hotel and the on-property restaurant, giving guests the ability to charge their meals directly to their rooms.

“Built from the ground up specifically for hoteliers, IQware products were built to be modular and fully integrated from inception,” says John G. Denver, Vice President, Business Development for IQware. “IQware’s Global PMS handles everything, including front desk operations, sales and marketing, and even housekeeping assignments. IQware PMS will manage special offers, gift certificates and travel agent commissions. It even works for extended stay or timeshare management. No matter how large or small the property, there is a solution for every need.”

IQware’s powerful solution includes interfaces to over 500 products to ensure your peripheral products speak directly to the PMS solution to save time and offer a better guest experience.

- ▶ Back Office Exports
- ▶ Call Accounting charges
- ▶ Credit Card Authorizations
- ▶ Direct Connect Online Bookings from Web Site
- ▶ Direct Deposits
- ▶ Electronic Key creation
- ▶ Energy Management
- ▶ In-Room Interactive system management
- ▶ In-Room Minibar
- ▶ In-Room Safe

- ▶ Internet Billing System
- ▶ PBX (Room Status, Voicemail, Maid Status, Wake-up Calls)
- ▶ POS account charging
- ▶ Sales & Catering
- ▶ Voice Mail
- ▶ 1099, 1098 and 1042 Documents
- ▶ 2 Way GDS/IDS Connectivity

## **Robust Reporting**

IQware delivers a robust reporting package, providing meaningful statistical data on profitability, capacity and other critical performance benchmarks.

“The information available is unbelievable,” says Penrose. “With a couple of clicks on the computer screen, we get a complete map view of the entire hotel, and can immediately see all occupied and unoccupied rooms. We can even get an overview of the marina.”

This map view is part of IQware’s Visual Room Chart, a multi-functional graphical calendar that visually displays the days of the month, room occupancy status, reservations, color coding, links to features, housekeeping status, applications and detailed information. This program gives the front desk another efficient method of creating reservations and processing walk-ins.

“The detailed occupancy reports, forecast reports, and more from IQware are phenomenal,” says Tina Rogers, Room Operations Manager for Riveredge. “It allows us to get a complete picture of our operations, and makes it simpler to make necessary changes. We can easily lower or increase our rates when we need to based on the available data, helping increase our RevPar.”

Rogers also says that all the information collected easily integrates from the front desk to the sales and marketing team, eliminating the need to upload guest information into two separate systems. The guest history is the optimum marketing tool for hoteliers who wish to analyze and develop their repeat business not only through reports, but also through valuable on-line statistical information, mailing facilities and guest loyalty programs.

## **Customer Service**

Finally, IQware rounds out its program with distinctive and responsive 24/7 support, software upgrades and personalized training.

“The switch over to IQware was very smooth,” says Penrose. “Their staff stayed on site for a two-week training program, giving everybody the chance to learn the system’s capabilities. Even new employees we add are able to learn the system quickly and easily.”

For any issues that may “come up” post install, IQware provides 24x7 Support via phone, email and a web based helpdesk. Also available to IQware customers is IQuniversity. This distinct module is a robust online training solution designed to allow your new and existing staff members to have customized training at their fingertips. Through an online tutorial that gives you access to controlled lessons and training agendas, you can ensure that your staff is maximizing your investment by being fully trained. In addition to the tutorials, IQware offers weekly live sessions with an expert trainer to cover advanced topics. IQuniversity will allow you to make certain that you're using all of IQware's modules and features to their full potential.

“Their customer service is very speedy,” says Rogers. “They are always working with us whenever we come up with a new need. There are even things now that they are developing solutions for. It’s an ongoing relationship. The service doesn’t stop after the system is installed.”

“Our growing family of customers benefit from our rigorous testing practices and unwavering commitment to customer excellence and continuous improvement,” says IQware’s Perkins. “Our help desk is here to assist customers and contribute as much as possible to their day-in/day-out success. If an issue arises in day-to-day operations, or a new need is identified, IQware’s easily accessible and thoroughly knowledgeable support team immediately begins working toward a solution.”

## 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 points, 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.*