



For Immediate Release

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IQware introduces IQrez: Online reservations made ez

IQrez is a robust online booking engine solution that integrates any Web site with IQware's Global PMS — seamlessly providing real-time room inventory, specials, packages and a-la-carté deals via a user-friendly interface.

DEERFIELD BEACH, FLA. — November 24, 2009 — IQware is pleased to unveil its leading-edge **IQrez** online reservation system that tightly integrates with clients' Web sites and empowers customers to make their own reservations through an easy-to-use, interface seamlessly integrated with IQware's Global Property Management System.

"**IQrez** dramatically increases the speed and ease-of-use of making reservations by doing just about everything on one screen — saving guests from getting bogged down in the usual multiple-page process they have come to dread," says David Perkins, President & CEO of IQware. "With **IQrez** your customers can plan and book their vacation itineraries by specific dates, and at the same time book the special amenities and activity packages they are interested in — all in real time, seamlessly integrated into the look and feel of your Web site."

IQrez makes the online reservation process so easy and painless that it encourages the purchase of value-added products and services.

"In many cases, **IQrez** generates a 75% or greater boost in bottom-line profitability to the property from each customer," Perkins notes. "**IQrez** puts more heads in beds and bolsters your bottom line."

Incremental Sales Boost

“IQrez provides an ideal consumer experience,” according to Francois Greffard, IQware’s VP of Operations. “Our proprietary technology focuses entirely on the user experience — dramatically enhancing the speed, seamlessness and ease of use of online reservations.”

Because customers now can book their reservations more easily and quickly, they are more inclined to look at other offerings on your Web pages, including specials and packages as well as a-la-carté product and service offerings.

“Customers buy more because the interface is clean and clear, resulting in greatly increased incremental sales to the property,” Perkins adds. “And because IQrez ties Web sites directly into the IQware Global Property Management System, everything happens in real time — room inventories are always current and accurate.



Seamless Integration

“We’ve given a lot of thought to how IQrez integrates with the IQware Global PMS to maximize the benefits it can deliver,” notes Greffard.

The IQrez Specials & Packages engine gives properties the ability to link specials on their Web sites with specific rate codes in the IQware Global PMS. Properties also can set up promotional codes, or hidden specials, accessible only through code redemption or direct links, creating even more specialized marketing opportunities.

To further drive incremental revenue and increase sales, IQrez implements a-la-carté functionality for booking additional products and services. All transactions are immediately reflected in the IQware Global PMS, making tracking a snap.

With **IQrez**, management companies can let their customers conduct searches across multiple properties. Each of these properties might be running its own separate IQware Global PMS, but **IQrez** takes care of providing the correct integration.

In addition, Condo/Vacation Rental search functionality is ideal for companies that manage various unit types across a broad range of buildings, villas, homes and other facilities. Group, Condo Owner, Timeshare/Vacation Club and Travel Agent booking modules are available, and all feature the same seamless integration with the core IQware Global PMS.

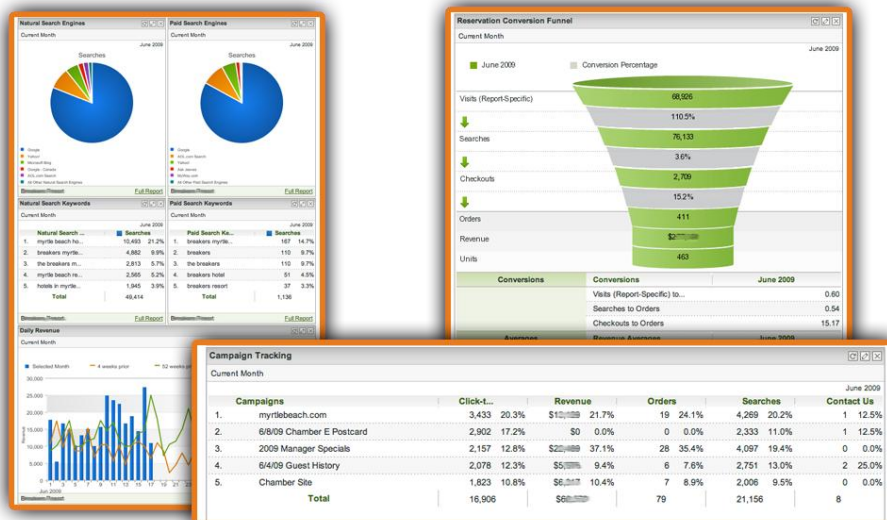
Customer & Results Driven

In 2009, **IQrez** will facilitate well over \$100 million in online reservations booked directly through the Web sites of client properties, according to Perkins. “This means you have control of your customers and can manage closer relationships for future business.”

With analytics integration and immediate access to them, properties have much more information at their fingertips about their customers, from knowing where the transaction came from to understanding the booking actions of customers.

Analytics are key to growth in profitability, says Greffard. **IQrez** is integrated with Omniture SiteCatalyst and Google Analytics, so it delivers detailed ROI data for better real-time decision-making.

Answering questions related to where customers arrive from, be it from Google searches or a travel Web site, helps in better understanding the success of marketing efforts. Knowing if a visitor to the Web site completes bookings on the site or abandons the site before booking helps in better understanding the online sales cycle and can aid in creating more successful specials, packages and a-la-carté offerings.



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.

IQrez, IQmail, IQsem and IQlink are IQware's "Fantastic Four" revenue-generating modules. More news on IQmail, IQsem and IQlink will be coming later this year, but here's a closing snapshot of just a few of the bottom-line features and benefits of **IQrez**:

- ✓ Integrated solution promotes each property and all amenities and packages;
- ✓ Secure reservations;
- ✓ Direct integration with the IQware Global PMS allows immediate online inventory delivery;
- ✓ Focuses entirely on the user experience by dramatically increasing the speed and ease-of-use of the online reservation process;
- ✓ Displays rooms, availabilities and rates in real time — based on defined occupancy priorities and yield management strategies;
- ✓ Provides multi-language support; and
- ✓ Handles advanced inventory scenarios including: Multi-properties, Condo/ Vacation Rental, Group, Timeshare/Vacation Club and Travel Agent booking.

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 IQrez Screengrabs

The screenshot shows the website for The Caravelle Resort. At the top, there is a navigation menu with links for Reservations, Accommodations, Amenities, Specials, Caravelle Golf, Area Info, Group Events, Resort Info, and Gallery. The weather is shown as Broken Clouds: 55° Forecast. The main header features the resort's logo and a call to action: CALL 800.507.1359 TODAY FOR RESERVATIONS. Below this is a search form titled 'CHECK RATES & AVAILABILITY' with fields for Check-in Date (November 5), Check-out Date (November 6), Adults (2), Children (0), and Rooms (1). A 'SEARCH' button and a 'Retrieve Saved Itinerary' link are also present. To the right of the search form is a video player showing children on a water slide, with a 'Play/Pause' button and a progress bar. Below the video are three promotional banners: 'More Sunshine, Less Worries and Big Savings!', 'Check Our SmartRate\$ Specials for Our Lowest Rates and Best Values!', and 'Weekly Manager's Special'. On the right side, there is a sign-up form for 'Caravelle eDeals' with fields for Email and Zip, and a 'GO' button. At the bottom right, there is a 'CURRENT EDEAL' section for a 'Fall Escape Special' with rates starting at \$49 per night, and a note to 'Save up to 50% this fall'.

Reservations Accommodations Amenities Specials Caravelle Golf Area Info Group Events Resort Info Gallery Broken Clouds: 55° Forecast

THE CARAVELLE RESORT

CALL 800.507.1359 TODAY FOR RESERVATIONS

ABOVE AND BEYOND EXTRAORDINARY

CHECK RATES & AVAILABILITY

Check-in Date: November 5

Check-out Date: November 6

Adults 2 Children 0 Rooms 1

SEARCH

>> Retrieve Saved Itinerary

Enter Code

SECURED BY VeriSign

CARAVELLE VIDEO TAKE A VIDEO TOUR!

More Sunshine, Less Worries and Big Savings!

Check out our fall weather guarantee and learn how you will receive a future free night* if your stay is interrupted by inclement weather.

[More Details](#)

Check Our SmartRate\$ Specials for Our Lowest Rates and Best Values!

Our Myrtle Beach SmartRate\$ Specials are the best way to receive the best value for your stay! Now Extended Thru Labor Day Weekend!

[More Details](#)

Weekly Manager's Special

Introducing our new Weekly Manager's Special, perfect for Myrtle Beach vacation.

Sign up to receive all Caravelle eDeals directly to your inbox

Email:

Zip: GO

CURRENT EDEAL

Fall Escape Special

RATES STARTING AT \$49 PER NIGHT

Save up to 50% this fall

IQrez Search Integrated Into Website

Thu, November 5, 2009 - Currently: Broken Clouds - 55°F - [forecast](#)

Change Your Search Criteria

Check-in Date: Adults: Rooms:

Check-out Date: Children:

SEARCH

Search Results - 16 Properties Found

Sort By: Name | [Price](#)

Ocean Reef



7100 N. Ocean Blvd
Myrtle Beach, SC
1-888-884-1958
[map](#) | [directions](#)
[more info](#)

Rates from (USD): \$65.00

BOOK NOW

Welcome to The Ocean Reef Resort. If you and your family desire the most from your Myrtle Beach vacations, then come visit us. Our beautiful oceanfront resort offers the best [...more](#)

	Fri	Sat	Sun
2 BR Angle OF Condo S.Tower	\$95.00	\$95.00	\$85.00
3 BR Angle OF Condo S.Tower	\$105.00	\$105.00	\$95.00

Paradise Resort



2201 South Ocean Boulevard
Myrtle Beach, SC
1-800-858-7818
[map](#) | [directions](#)
[more info](#)

Rates from (USD): \$42.58

BOOK NOW

Paradise, is where memories are made. "Your Paradise awaits you." Myrtle Beach's newest luxury resort. Sit back, relax and let your worries fade away in one of our Oceanfront [...more](#)

	Fri	Sat	Sun
Efficiency (A1)	\$44.89	\$44.89	\$42.58
Suite (E)	\$48.70	\$48.70	\$48.70

Paradise Resort - Up to 3 FREE Nights!
Stay 3 Pay for 2, Stay 5 Pay for 3, Stay 7 Pay for 4
[Send to a Friend](#)

Breakers Resort - Come spend the Winter with Us.
Winter Rental Rates for November 2009 to March 15, 2010
[Send to a Friend](#)

Caribbean Resorts - Stay warm this winter with Great Rates!
Come enjoy the winter months with us!
[Send to a Friend](#)

Litchfield Beach & Golf Resort - Starbucks Bed & Breakfast Package
Enjoy a continental breakfast at Starbucks PLUS up to 30% savings on your accommodations!
[Send to a Friend](#)

Ocean Reef - Save BIG with up to 3 FREE Nights
Receive up to 3 FREE Nights!!!
[Send to a Friend](#)

Long Bay Resort - Book now for up to 3 FREE nights
Stay more and play more for FREE. Book now for savings up to 43% off!
[Send to a Friend](#)

Island Vista Resort - All Inclusive Thanksgiving Package!
Come Enjoy a lovely Thanksgiving at the beach with Island Vista!

IQrez Multi-Property Results

✔ Select Dates & Details ✔ Select a Unit > **Your Personal Information** Confirmation

Your Travel Itinerary

Arrival Date
11/06/09 (Friday)
Departure Date
11/09/09 (Monday)
Room Type
3Bed/3Bath
Occupancy
Room 1:
Adults 2 Children 0
Daily Rate Breakdown
11/06/09 - \$189.89
11/07/09 - \$189.89
11/08/09 - \$189.89
Subtotal \$569.67
Tax \$68.34
Total \$638.01
Deposit \$189.89

Disclaimer

Advance Deposits
For reservations less than twenty-eight (28) days in length an advance deposit equal to one (1) night rent, taxes and fees is required per unit at the time of booking. The advance

Complete Your Reservation

Personal Information

Title

First Name

Last Name

Address

Zipcode

City

State

Country

Phone

Email

Comments

Credit Card Information

Card Type

Card Number

Expiration Date /

Security Code

Name on Card

must match the name on card

I have read and understand the disclaimer [PROCESS RESERVATION](#)

IQrez Room Reservation Form