

For Immediate Release



For additional information, contact:

John Denver
VP of Business Development
IQware Inc.
jdenver@iqwareinc.com
954-698-5151, ext. 602

IQware & Caribe Resort forge a powerful industry model

*Caribe Resort's CTO Gary Stepanian
selects IQware's property management system,
streamlining operations and fueling significant growth.*

CORAL SPRINGS, FLA. & ORANGE BEACH, ALA. — May 29, 2013 — IQware and Caribe Resort have raised the bar for hospitality technology partnerships.

By “Partnering with Intelligence” — with IQware — Caribe Resort, a 600-unit condominium complex in Orange Beach, has experienced tremendous growth in its rental business and enjoyed significant efficiency gains in its operations.

IQware’s property management system (PMS) has streamlined, automated and optimized Caribe Resort’s online bookings, front-desk operations, and most of the destination’s profit-center functions as well as day-to-day operations.

“IQware is a single-source provider and true hospitality technology partner,” says Gary Stepanian, Caribe Resort’s Chief Technology Officer (CTO) who ultimately selected IQware’s PMS software. A Certified Hospitality Technology Professional (CHTP) and Hospitality Finance & Technology Professional (HFTP), Stepanian has been integrating hospitality solutions for more than a decade.

BI — Before IQware

Prior to January 2010, Caribe Resort had used a different software platform for years. At the time, Caribe Resort needed to migrate all of its management information from Version 12 of that software to a more modern, more functional PMS platform.

This data migration presented a monumental challenge for Caribe Resort, which had stored years of historical and customer support information in a single database. Thankfully, after reviewing five alternative PMS solutions, Caribe Resort found in IQware a solution that could turn the property's data migration mountain of a project into a mole hill, while upgrading the resort's capability and profitability.

Stepanian says Caribe Resort required its new PMS software supplier to meet five primary technology needs:

1. Seamlessly transfer all database files over to the new system;
2. Perform all past PMS and accounting functions;
3. Implement new revenue-generating tools;
4. Be capable of using Virtual Machine (VM)/Virtual Server architecture and of managing virtual local area networks (VLANs); and
5. Be compliant with ever-evolving and tightening Payment Card Industry (PCI) Data Security Standards.

The final result was IQware delivered a hypervisor/virtual machine monitor based on a multi-server architecture that's fast and secure.

Role Model

"We selected IQware as our technology partner because IQware's software solutions and people are world class, delivering optimal integration as well as functionality and flexibility," Stepanian says. "IQware sales and support staff have been flexible and eager to affordably co-develop all of the new PCI, Internet, mobile interfaces and modules Caribe Resort requested. Working together as a team, Caribe Resort and IQware have forged a powerful hospitality technology partnership model."

Since partnering with IQware, Caribe Resort has nabbed *Successful Meetings'* coveted Pinnacle Award and recently was voted "Best Family Fun Resort in the Southeast" by *Convention South* magazine.

"While many of the other PMS vendors we researched had products widely used in the industry, IQware offered Caribe Resort unique features and capabilities our software evaluation team found most favorable," Stepanian says. "For instance, since Caribe Resort advertises its rentals on a unit-by-unit basis, rather than simply by a condo's number of beds and baths, developing the framework for showcasing each condo's unique feature set required complex database capabilities. IQware does this ... It does it all — better, faster, smarter than the rest."

Rod Peavy, Caribe Resort's SEO (search engine optimization) and Marketing Director, says IQware has enabled his team to put together extremely successful marketing packages — including wine tasting, dolphin cruises, and various pricing promotions — and seamlessly

integrate those special offers into Caribe Resort's online booking using a combination of the property's website and smart phone application, and the IQware booking engine.

"This capability has fueled a more than a 50-percent growth rate, year over year," Peevy notes. "Equally important, IQware technology empowers Caribe Resort to win more rave reviews, repeat business and referrals for the one-of-a-kind experiences we deliver."

About IQware

Coral Springs, Fla.-based IQware has been "Helping Hospitality Partner With IntelligenceSM" for more than 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 units generating more than \$3.5 billion in gross room revenue annually. 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, vacation rentals, condo-hotels and timeshares — and all sizes — from regional hotel chains to multi-property management companies to small independent. 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, five-tier yield management, IQrez (Web-Reservations), packages, loyalty point, social media tools, etc. Because IQware's Global Property Management System has served as the heart of so many hospitality operations for over a quarter century, today IQware also can provide the lifeblood for Point Of Sale (IQpos), Sales & Catering (IQbanquet), Online Reservations via GDS/IDS & Channel Management (IQlink), Asset Protection (tracNcare), Spa Management (IQspa), Marina Management (IQmarina), 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 22 countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.

About Caribe Resort

Voted "Best Family Fun Resort in the Southeast" by Convention South magazine, Caribe Resort vacation rentals in Orange Beach, Ala., are truly unlike any other. Located on over 30 pristine acres of a peninsula, Caribe Resort features the most amenities of any lodging on the island. Among Caribe Resort's luxury accommodations, you will find an incredible array of pool space, along with stunning vistas of beachfront sunsets. Our comforts are designed with fun in mind: over 40,000 sq. feet of pools, lazy river, tennis courts, saunas and steam rooms, game room, private beach cart service, five star restaurant, and much more. If you are looking for a unique vacation idea, our condo rentals provide a ticket to the most relaxing, picturesque, amenities-packed resort Gulf Shores and Orange Beach have to offer. Serving as both a family friendly hotel and honeymoon spot, the Caribe Resort will provide an unforgettable vacation experience. For more information, visit www.cariberesort.com.

###