

**For Immediate Release**



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# *Introducing...*

# *tracNcare*

*This bright new software automates asset tracking and care management so hospitality property owners and managers can optimize everything from FF&E purchases to maintenance to guest experiences.*

**Test drive *tracNcare* at HITEC 2013:  
Visit Booth #144 June 24-27  
at the Minneapolis Convention Center**

**GREENWOOD VILLAGE, COLO. — May 29, 2013 —** As brand standards continue to expand, so do guests' expectations for hospitality properties. Years ago, properties earmarked 3% of their annual revenues for the purchase and maintenance of furniture, fixtures and equipment (FF&E). Nowadays, it's not uncommon to spend 5% to 7% of revenues on FF&E renovation and upkeep.

Keeping a closer track of all FF&E purchases and related maintenance functions is becoming increasingly important. It's about management having hard data on the performance of their FF&E investments and maintenance staff. It's also about optimizing the guest experience.

Thanks to *tracNcare* — a bright new software solution that automates asset tracking and care management — property owners and managers can now turn to proven technology to optimize everything from FF&E purchases and maintenance to guest satisfaction and loyalty.

## ***tracNcare* Tools**

Hospitality partners capture significant immediate and sustained returns on investments with *tracNcare*. The Bottom Line: *tracNcare* significantly reduces maintenance incident reports — improving the images and reputations of hospitality professionals, properties, brands and management companies. Equally important, the software bolsters repeat business and referrals.

*tracNcare*'s core applications include: task control, task completion and documentation, parts and labor management, contractor invoicing control, clock-in/-out recordkeeping, and email notification. The software suite manages a bevy of other related functions such as calculating cost differences between improvement projects and ongoing maintenance versus FF&E replacements or upgrades.

*tracNcare* is equipped with a Report Dashboard module that helps property owners and managers stay up-to-date on operations via a suite of tools, graphics, reports and performance indicators. And the software's Mobile Connect functionality allows partners to stay in touch with all operations by managing tasks via any Web-enabled mobile device.

*tracNcare* asset management modules empower hospitality properties to:

- **Access real-time statistics regarding physical assets** — Information that can be used when purchasing warranties, budgeting asset management costs, planning asset replacement and negotiating service contracts.
- **Maintain a high standard of quality control** — A multi-level inspection engine for an entire property delivers key information regarding when and where to perform inspections and helps create evaluation reports utilizing predetermined criteria.
- **Increase productivity and billing accuracy** — Audit and billing features help maintain control over employees' labor billing, the invoicing of owners and associations, and management of third-party vendor payables.
- **Track and manage any size project as a project coordinator would** — Create budgets, estimate labor requirements, plan for parts and monitor supplier proposals.
- **Provide data on inventory and requisitions** — Generate requisition lists, monitor status, notify departments when orders are read, gain information on purchase histories and forecasted lifespans of items and parts, and save money by making more-informed bulk FF&E purchases based on performance data, needs and the bottom line (ROI).

Outfitted with a virtual intelligence that allows for automation and preventative scheduling, *tracNcare* factors in hour usage, season, dates, unit occupancy and counter readings. This gives partners valuable business intel, not only for staff — maximizing their efficiency — but also for accurately assessing the overall time and money spent running a hospitality business.

“With *tracNcare*, a hospitality property’s management team and maintenance staff are fully equipped to work more efficiently, generate additional occupancy and revenue, reduce on-going expenses and maximize the lifespans of FF&E assets,” says David M. Perkins, president & CEO of *tracNcare* and its parent company IQware. “*tracNcare* is hospitality technology at its best — a perfect marriage of science and art, bolstering the bottom line while enriching the guest experience.”

## Rave Reviews

Brian Cauthren, director of facilities and maintenance for Festiva Hospitality Group, based in Asheville, N.C., learned about *tracNcare* from the firm’s property management system provider. The other software vendor explained how easy it is to get up and running with the new asset tracking and care management software.

“With a little research, I learned *tracNcare* already has established a very positive reputation,” Cauthren says. “We’d previously looked at three other asset management products, but we were sold on *tracNcare* because its ease of use, functionality and flexibility allow its powerful tools to be quickly learned and leveraged companywide.”

Cauthren says *tracNcare*’s guest service modules make delayed responses to maintenance incident reports a thing of the past. *tracNcare* monitors actions from inception and sends alerts to ensure guest satisfaction.

“With *tracNcare*, properties are empowered to take quick corrective action — even proactive measures, before guest complaints,” Cauthren adds. “Equally key, all FF&E and maintenance issues and actions are automatically documented and tracked.

“The bottom-line benefit we see is the amount of time we save on repairs for owners,” Cauthren concludes. “Also, by giving management a comprehensive look at all of the various factors a property owner requires, *tracNcare* helps ensure success.”

**Just a few of the many other rave reviews *tracNcare* is garnering include:**

*“tracNcare is a nice and easy tracking system that is extremely user friendly.”*

— Ken Flynn, former GM  
Wapato Point Management Co.  
(1 site, 399 units in Chelan)

*“tracNcare has cut down on owner calls immensely.”*

— **Cameron Murray, Owner Services Manager**

**Frias Properties**

(1 site, 350 units in Aspen, Colo.)

**tracNcare** is backed by around-the-clock technical support.

“We provide free training webinars to help users maximize ROI,” Perkins notes. “Plus, our talented research-and-development team pledges to continue to work closely with partners and renowned industry specialists to enhance **tracNcare**’s features, modules and applications.

“By becoming a **tracNcare** partner, you have the ability to merge our vision of quality with yours — through a partnership that ensures the advantages you need to succeed in the hospitality industry and, more specifically, your market,” adds Gino Ostiguy, **tracNcare** Director of Product Development.

### **About tracNcare**

*tracNcare*’s parent company, IQware, has been “Helping Hospitality Partner With Intelligence<sup>SM</sup>” for more than 25 years. Today, more than 10,000 end users utilize IQware software to help best market and manage more than 125,000 units generating more than \$3.5 billion in gross room revenue annually. Fueled by this expertise, and at the requests of several clients looking for better ways to manage their assets, IQware decided to further explore this growing marketplace need. After significant market research, the company discovered most professionals were manually managing their hospitality properties’ numerous costly assets or using antiquated systems. They had no way of making field performance-based FF&E (furniture, fixtures & equipment) purchasing decisions or of ensuring proper quality control and guest incident tracking. Armed with this knowledge, the company set out to design **tracNcare** — the most robust, easy-to-use, fully automated software platform to help hoteliers in this area. Having been installed and seamlessly integrated across several parent-company client properties and been met with rave reviews, **tracNcare** now is poised to help hospitality professionals across the globe, regardless of the type of lodging they own or manage. For more information on the **tracNcare** suite of intuitive asset management software solutions, please visit [www.tracncare.com](http://www.tracncare.com) or call 888-221-2071.

### **About IQware**

Coral Springs, Fla.-based IQware has been “Helping Hospitality Partner With Intelligence<sup>SM</sup>” for more than 25 years. Today, more than 10,000 end users utilize IQware software to help best market and manage more than 125,000 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](http://www.iqwareinc.com) or call (877) 698-5151.*

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