For Immediate Release

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IQware API
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ROI

*New application programming interface (API)
streamlines and expands IQware PMS clients'
online booking channel options and turbocharges revenues.*

CORAL SPRINGS, FLA. — **June 5, 2013** — Mashable.com — an authoritative website on all things technology — recently reported that in America alone 98.3 million people booked travel online in 2012. Even better, according to Mashable.com, Americans' online travel bookings are projected to soar 40% in 2013. That means 137.6 million Americans are expected to book travel online this year.

Globally, the online travel-booking trend is even more attractive! Global Industry Analysts (GIA) projects the global market for online travel will mushroom to $533.8 billion by the year 2018. GIA cites the following primary drivers to online traveling booking:

- increasing penetration of Internet-enabled smart phones, tablets and personal computers in homes and workplaces;
- growing consumer confidence in online transactions; and

- greater convenience; and
- instant bookings.

Thankfully, IQware has developed a new application programming interface (API) proven to help IQware property management system (PMS) users quickly and cost effectively streamline and expand their online booking channel options while turbocharging related revenues.

Easy Online Money

"Our new IQware API allows individual properties and property management companies already using the IQware PMS to connect their unit availability to any and all online distribution channels they choose," says Francois Greffard, IQware's Chief Operating Officer.

IQware's API was built from the ground up to link to any online booking channel quickly and seamlessly. Following are just a few examples of online booking channels this new API has delivered to IQware PMS clients:

- Blizzard (http://www.blizzardinternet.com/)

- ChannelRush (http://www.channelrush.com/)

- DogWood (http://www.dogwoodproductions.com/)

- Ski.Com (http://www.ski.com/)

- Stay Aspen Snowmass.Com (http://www.stayaspensnowmass.com/)

- Visual Data Systems (http://www.vdsys.com/)

- Yield Planet (http://www.yieldplanet.com/)

The new IQware API saves considerable time and headaches, while optimizing properties' online booking options and revenues. The interface allows third-party online booking channels to connect to the IQware PMS, retrieve rates and availability, and push back reservations — seamlessly — in real time. No more manually allocating rates and inventory to each booking channel, and then counting on each channel to accurately store that information, correctly take each booking and quickly call the property to confirm it (to avoid double bookings).

"Want to put more heads in beds? Want the potential to sell to last room every night? Want less work and more money? Who doesn't? IQware's PMS and new API are the Dynamic Duo — two super systems truly united to unlock all of this easy online money," Greffard says.

The IQware API is great news for hospitality properties and companies looking to level the online playing field. It allows properties to tap into a host of alternative online booking sources they otherwise would not have access to or would have to laboriously manage manually, says David M. Perkins, IQware's president and CEO.

"Deployed in 22 countries, IQware systems already help more than 10,000 end users manage more than 125,000 units collectively generating more than $3.5 billion in annual revenue,"

Perkins adds. "Now, with the launch of our API/online booking channel interface, current IQware PMS clients can exponentially grow their sales, while the rest of the hospitality world now has more reasons than ever to upgrade to the IQware PMS."

About IQware

Coral Springs, Fla.-based IQware has been "Helping Hospitality Partner With Intelligence[SM]" 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 or call (877) 698-5151.

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