



For Immediate Release

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IQware launches its IQlink Platform

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DEERFIELD BEACH, FLA. — July 27, 2012 — Single and Multi-property hospitality owners and operators no longer have to wait for a fully functional, fully flexible, seamlessly integrated system for centralized management of their ever-expanding distribution channels.

IQware's IQlink Platform has arrived!

IQware just launched its IQlink Platform — the most robust solution available in hospitality, with the most in-depth integration offered by any property management system (PMS).

“Increased demand from IQware’s growing family of clients drove our revolutionary IQlink Platform innovation and related best-in-class PMS-GDS switch partnership with Pegasus,” says Francois Greffard, IQware VP of Operations.

“Based on years of comprehensive technology and market research and development, IQlink delivers significant, immediate and sustained cost savings to IQware clients — in both cost of bookings and related labor,” Greffard says. “IQlink also empowers all sizes and types of hospitality properties — limited- and full-service hotels, resorts, condos, condo-hotels, timeshares and vacation rentals — to distribute their inventories on their channels of choice.

Demand-Driven Innovation

A typical two-way global distribution system (GDS)/PMS interface enables a push to the GDS partner's rates and inventory as well as retrieval of bookings. With the increased availability of direct-connect interfaces, PMSes have had to build and maintain many connections to countless

distribution partners. These systems typically don't use a centralized distribution management platform. Thus, they create more work for hospitality property owners and operators trying to maintain rate parity and manage an ever-expanding world of distribution channels

IQware's IQlink addresses these challenges simply, smartly and completely by creating a fluid, intuitive, integrated platform of channel availability via a centralized, hosted distribution management platform.

IQlink offers a hosted platform with seamless connectivity to more than 750 leading distribution channels. The new solution features a myriad of built-in tools for maximizing the power of distribution, and leveraging evolved yield functionalities to optimize revenue.

IQlink ensures seamless distribution to channels of choice via the least-expensive route. If a direct-connect exists, IQlink uses that; otherwise the platform directs inventory via IDS connectivity, or GDS channels.

With IQlink, the CRS maintains and distributes optimized information on rates, unit types, images and property rules. IQlink can be used in property call centers, providing booking details from reservations made from any point of entry.

The concept behind the IQlink Platform is simple: When there are fewer connections, there are fewer costs and fewer points of potential failure.

"Pegasus is the only switch that allows connectivity to GDSes; all other distribution platforms have to use Pegasus," Greffard adds. "By launching the IQlink Platform, IQware went directly to the source — Pegasus — and was able to reduce costs by removing unnecessary intermediaries."

How IQlink Works

IQlink integration enables:

- ✓ IQpms to push selected rates to IQlink or have IQlink push rate rules to IQpms for central rate management; and
- ✓ IQpms to push any predetermined percentage of unit type or unit availability to an IQlink client to use this information to build the distribution plan within IQlink;
- ✓ IQlink users to shop among online competitors and take immediate and/or automated actions based on results;
- ✓ Publication of distribution data to all channels and retrieval of all bookings; and
- ✓ Booking data to include specific rate information, booking rules, deposit and cancellation rules, booking sources, campaign/promotion information, guest information, etc.

"Real-time rate parity and room inventory availability across all major online distribution channels means properties can stop worrying about channel conflicts and profit hits, and instead focus their efforts on marketing in the most-profitable channels," concludes David Perkins, IQware President & CEO.

About IQware

Deerfield Beach, 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 more than a quarter century, today IQware also can provide the lifeblood for Point Of Sale, Sales & Catering, Online Reservations, Asset Protection, 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 or call (877) 698-5151.

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