

Solutions and Services For Today's Hospitality Marketplace

Sales and Catering

Newmarket is the proven business solutions provider for empowering hospitality organizations to lower costs and increase revenue, while improving customer satisfaction and guest loyalty. **Delphi** provides hospitality teams the control, flexibility, visibility, and peace of mind required to manage and grow businesses. With insightful dashboards and tools, sales and catering staff can receive leads via multiple, integrated business channels, manage and respond to RFPs, track every function detail, quote the most profitable business, expertly showcase the venue, and more. The Delphi sales and catering solution reduces costs, increases operational efficiency, improves guest satisfaction, and optimizes business performance.

CRM Meets Hospitality

CRM (Customer Relationship Management) is a familiar term in the software industry for applications suited to manage accounts, contacts, leads, and opportunities by providing customer service in an effort to drive more business. It has certainly become a “buzz word.” In the world of hospitality, it’s more than that. Of course, the functions of CRM inherently include some aspects of hospitality too; but generally, they serve the needs of hundreds of industries. Indeed, one size does not fit all.

Introducing **HRM** (Hospitality Relationship Management): a comprehensive suite of subscription based, easy to use, web applications built on the Force.com platform. It is specifically designed to drive sales, increase revenues, and deliver guest satisfaction for the worldwide hospitality industry.

Each feature set within HRM provides robust capabilities to help run hospitality business more effectively: **Smarter Sourcing**; **Delphi.fdc**; and **Guest, Social & Marketing**.

Distribution and Content

MeetingBroker is the leading group lead distribution and management platform serving the hospitality industry. MeetingBroker enables venues of any size and complexity to capture and win new business from multiple channels, including above property sales, sister properties, and public online lead channels. This distribution and content solution eliminates sales bottlenecks, prioritizes responses to preferred accounts, and optimizes customer communications, resulting in increased bookings and revenue while delivering exceptional service.

Meeting Intelligence

Expand groups and meetings business with **PremiumView**, the only Delphi-integrated competitive meeting intelligence solution serving global hospitality. PremiumView helps sales departments find qualified accounts, win market share, and increase group and catering revenues. It provides the meeting intelligence necessary to drive better decisions and improve sales productivity.

Solutions

The hospitality marketplace is evolving rapidly. New brands and distribution channels are launching almost daily while client expectations for a higher level of service and quality continue to rise. In order to succeed in this fast-paced industry, hospitality organizations need access to integrated technology solutions that provide complete control over the business from beginning to end. Newmarket International, Inc. (“Newmarket”) offers a full range of solutions and services to solve hospitality challenges.





Service Optimization

With effective service optimization, hospitality organizations can work smarter, provide better service, and produce excellent results. From helping housekeeping run more effectively to improving workflows and increasing accountability, solutions such as **HotSOS**, **REX**, and **PMWorks** optimize hotel services, increase staff productivity, and reduce costs while creating better guest experiences and loyal customers.



Connecting Event Planners and Venues

eProposal eliminates the challenges hospitality organizations typically face when responding to RFPs. eProposal enables sales representatives to respond quickly and easily to inquiries and RFPs with an easy-to-navigate electronic brochure that provides exquisite graphics, rich content, and multimedia options. It creates positive first impressions that help win business.

MeetingMatrix, the most advanced room diagramming solution available today, takes "Show and Tell" to a virtual level. It allows hospitality planners to quickly create accurate and detailed room and event diagrams that showcase meeting space, and then easily share them with clients. The result is improved communications, elimination of guesswork, and guaranteed professional event execution.

Meeting the demands of today's Event Planners, **iPlan** presents meeting spaces in engaging and interactive ways by combining online software and services. iPlan modules such as Visual Capacity Charts as well as Online Software and Room Diagrams showcase properties in the best light. The easy navigation capabilities of iPlan allow Event Planners to quickly obtain venue information, improving communication and allowing them to make informed decisions. Ultimately, iPlan brings more Event Planners to a venue's website rather than competitor websites, resulting in increased business.



Enterprise Business Management

Understanding how to get the most out of every investment is the key to making better business decisions. **Connex** maximizes efficiencies and lowers costs by integrating property and enterprise systems, including CRM, sales and catering, property management (PMS), revenue management (RMS), digital signage systems (EMS), and other hospitality management solutions. The Connex portfolio together with Client Services provides the valuable business intelligence needed to effectively measure and analyze performance, create greater accountability, discover new revenue-generating and cost-saving opportunities, and build the foundation for future success.



Client Services

The award winning Client Services teams at Newmarket understand the unique business needs and processes of the hospitality industry. The Client Services teams consist of Support Services, Consulting Services, Implementation Services, Education Services, and Reporting Services. Together, these teams work to define business requirements, implement and upgrade solutions, perform custom projects, train users, and provide post-implementation support to help customers realize greater ROI and profitability with Newmarket solutions.



Services

Newmarket assists hospitality organizations of all sizes to maximize revenues and resources by enabling each to find and win new business, welcome guests, and deliver exceptional service.

With the skills, experience, and people to solve today's business challenges, Newmarket provides innovative hospitality solutions and services, breadth of experience, and an unrelenting commitment to customer relationships.



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