



**Newmarket  
International**

*Building Global  
Hospitality*

Newmarket International helps **book and manage** more group business than any other **hospitality solution** in the **world**.





# Welcome to Newmarket International

Newmarket International began in 1985 as Newmarket Software, a company committed to developing automated software solutions for the hospitality industry. Our flagship product, Delphi®, quickly became the standard sales, catering and marketing solution in the industry.

Today, we book and manage more group business than any other hospitality solution in the world. We believe our success is a direct result of our understanding of the hospitality industry and our clients' needs to steadily grow revenues, improve customer service, increase operational efficiencies, and maximize profitability. Newmarket International is a team of diverse and talented individuals, many of whom come directly from the hospitality industry.

## A Commitment to Innovation

Newmarket International has a proven history of introducing new technologies and creative solutions to the hospitality industry. This is a result of our commitment to annually invest a high percentage of our revenues back into research and development. Among our milestones, we were the first to:

- Offer a PC-based Sales and Catering System
- Interface with a Property Management System
- Create a Windows-based Solution
- Be Web-Enabled

## MeetingBroker with Direct Book Services

Our history of innovation continues with the introduction of Direct Book Services from MeetingBroker. Your customers can now book small one-day meetings online, include their food & beverage orders and audio/visual needs, and receive instant confirmation.

## Strong Strategic Partnerships

Our historic success has been fueled by a series of strategic alliances that have allowed us to fully leverage other technologies and standards into the best solutions for the hospitality industry. Among our many partnerships are:



When looking to create state-of-the-art CRM applications for the hospitality industry, SAP turned to Newmarket International to integrate Delphi Sales and Catering with mySAP CRM.



Newmarket employs Microsoft Smarter Hospitality .NET architecture to operate both Delphi.Net, our web-based sales & catering solution for midscale properties, and MeetingBroker, a suite of tools to better manage and respond to new group meeting leads.



Newmarket and StarCite have teamed up to provide full two-way web services integration between StarCite and MeetingBroker to facilitate the automatic exchange of meeting proposals.



Newmarket is an active member of HTNG, a nonprofit organization formed to facilitate the development of next-generation, customer-centric technologies to better meet the needs of the global hotel community.

Did You Know...

We help book and manage business in 65 countries worldwide.

Four out of the top five hotel companies select Newmarket for their Sales & Catering needs.

We have offices in 5 countries, employing over 300 people.

We help book and manage over 50,000 meeting rooms.

Over 21 million room nights have been processed by MeetingBroker.

Front Cover (Left to Right):  
Wynn Las Vegas, Las Vegas, NV;  
Burj Al Arab, Dubai, UAE; The Savoy, London, England; The Waldorf=Astoria, New York, NY; Grand Hyatt Shanghai, Shanghai, China



# A Commitment to Your Investment

Although Newmarket International started out as a software company, we understand the importance of the support and services behind that software. Our focus today is to be your ongoing business partner every step of the way. From project planning and implementation, to employee training and ongoing support, our team will work with your team to ensure your complete satisfaction and maximize your return on investment.



## Award-Winning Customer Support

Newmarket International is devoted to providing our customers with outstanding support. For the fourth consecutive year, we have earned the “Excellence in Customer Service” NorthFace ScoreBoard Award from the Omega Management Group. Through a process of listening to our customers and implementing improvements based on their comments, we have been recognized as a World-Class Customer Service organization that consistently offers exemplary service and exceeds all customer expectations.



## The Standard for Client Services

Newmarket International’s Client Services team has developed a proven, reliable methodology to ensure that every product implementation is a success. Our dynamic team of experienced and knowledgeable hospitality professionals offers dedicated project management, unsurpassed product installation, specialized business consulting, and customized reporting services.

## Ongoing Employee Training

Newmarket International recognizes that each property’s training requirements and budget are different, so we offer tiered training solutions that are designed to meet your individual needs. Our training options include:

- Computer-Based Training
- Virtual Classroom Training
- Onsite Training

“In just one year, Newmarket’s Delphi Multi-Property Edition helped us **increase our bookings 134 percent**—we’re confident that’s just the tip of the iceberg. As we become more adept at fully harnessing the power of Delphi’s business solutions our ROI undoubtedly **will grow exponentially.**”

Tom Les  
Manager – Georgios’ Comfort Inn & Conference Center, Orland Park, IL  
Co-owner/Operator – Quality Inn & Suites, Bradley, IL



## Building Global Hospitality

Newmarket International is truly a global organization, with product installations in 65 countries and offices in the United States, United Kingdom, Spain, Singapore, and Australia. Our next release of Delphi will continue to enhance the internationalization features for our global customers. International customers will be able to conduct business in multiple currencies and multiple languages. These features will truly enable organizations to operate in an international environment by allowing users to send and receive leads in multiple currencies, enter data into Delphi in various languages, and present their customers with information in the language that best meets their needs.

# Integrated Business Solutions

Newmarket International provides a suite of integrated sales, catering, and marketing solutions designed to help properties book more business, efficiently manage more meetings and events, and improve the overall level of customer service and satisfaction. Our solutions are further integrated with other hospitality systems through a powerful framework for enterprise integration designed to link information and systems—ultimately connecting all elements within your business.

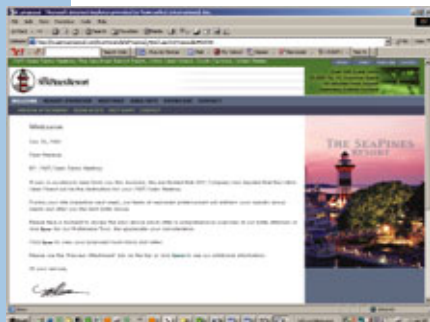
## Better Manage and Respond to Your Leads

### Newmarket. MeetingBroker™

MeetingBroker is a Web-based suite of tools that help you be the first to respond to RFPs through the automatic assignment, escalation, and tracking of new leads. Measure response times across various sales department personnel and better understand the value of various lead channels; seamlessly integrated into Delphi Sales & Catering.

## Showcase Your Property with Custom Proposals

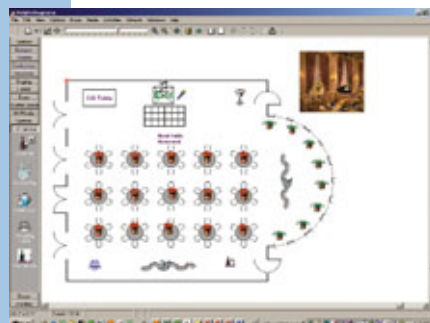
### Newmarket. eProposal



eProposal offers exquisite graphics, rich content, multimedia options, and resource documents that help individual properties create a first class impression for responding to RFPs. Deliver proposals, rates and property information in minutes; seamlessly integrated into Delphi Sales & Catering.

## Close Business Faster Through Room Diagramming

### Newmarket. Delphi Diagrams™



Delphi Diagrams is an all-in-one intuitive graphic design tool that easily and quickly creates dimensionally accurate function room setups and new room diagrams. It also creates seating plans, table tents, and name tags; seamlessly integrated into Delphi Sales & Catering.

## Automate Group Sales at Your Midscale Properties

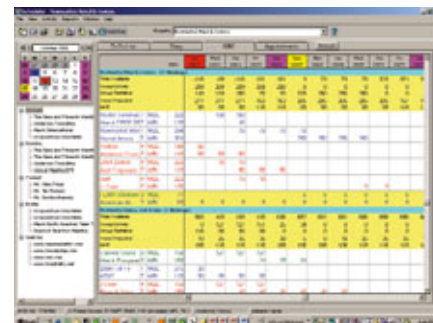
### Newmarket. Delphi.Net™

Delphi.Net is a hosted web-based sales and catering solution designed exclusively for midscale hotels, chains and sales offices. Now, properties can automate sales activities, negotiate rates, share leads, and manage group business, for one low monthly subscription fee.

## Maximize Your Group Sales and Catering Revenues

### Newmarket. Delphi

Delphi is the industry's leading application for automating the sales, marketing, and catering processes of large single properties and multi-properties. Delphi provides state-of-the-art features and functionalities from cultivating new prospects and managing current customers, to planning, booking and tracking specific functions and events.



## Make Better Informed Business Decisions

### Newmarket. Delphi BI™

Delphi BI is a Business Intelligence solution designed to help hotels, chains, and management companies extract data from their Delphi applications and turn it into valuable decision-making information. Delphi BI users have the right information easily accessible, across their organization, to better measure and manage their human resources and physical assets while simultaneously producing more accurate revenue forecasts.

## Fully Manage Inventory and Profitability Through CRM Integration

Newmarket International has partnered with SAP to integrate Delphi Sales & Catering with mySAP CRM to deliver a robust new Customer Relationship Management solution for the hospitality industry. This integration will allow companies to benefit from increased sales, enhanced customer service, and increased profitability through effective group sales and event management.



“Internet conference bookings can help **streamline the business processes** we currently have in place, and thereby **add value** to our Information Technology infrastructure. With the advances of Newmarket’s Internet technology, we can get closer to the customer, while providing them **more flexibility** in how they do business.”

Nelson Garrido  
Corporate Director of Property IT  
Dolce International

“The Newmarket International Delphi.Net product has **met and exceeded** our automation needs. The Delphi.Net team has been very open to our product suggestions with quick and efficient responses and product updates.”

Ben Logan  
General Manager  
The Inn at Middletown

“Delphi Multi-Property Edition **empowers our sales staff** to readily access real-time availability across our portfolio and to cross-sell our three San Diego area properties comprising 800 guestrooms and 50,000 plus square feet of meeting space.”

Lisa Butler  
Corporate Director of Sales  
Evans Hotels

“Information is king to me. Our group **revenue spiked 45 percent** because we are able to put our resources where they will be **most effective**. The more data I have, the better we can be, and Newmarket International’s business solution, Delphi, has **made the difference**.”

Michael Lynch  
Director of Sales  
Cliff House Resort & Spa

“Delphi.Net has been **invaluable** in bringing us new business, **increasing our response times** and helping us stay in close touch with key customers and prospects.”

Kim Dinsmoor  
Vice President and GM  
New Orleans Boutique Hotels



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