

spring 2004

CUSTOMER SPOTLIGHT

New Orleans Boutique Hotels deploys Delphi.Net hosted
Sales & Catering solution to level the midscale playing field
and "Book More Business"

NEW ORLEANS
BOUTIQUE HOTEL



New Orleans Boutique Hotels has placed itself in a position to better serve its clients and owners by embracing Delphi.Net, Newmarket's simple, fast and affordable Web-based management solution designed to address the critical business needs of midscale and limited-service hotels, chains and sales offices.

"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," said Kim Dinsmoor, Vice President and GM of New Orleans Boutique Hotels, which owns three properties comprising 500 guestrooms and 14 meeting rooms. "Delphi.Net really levels the playing field so midscale and limited-service properties can better compete and service accounts."

Dinsmoor said Delphi.Net drives business through effective account management, rate negotiation, lead sharing, catering, centralized reporting and group business management. With a low fixed monthly fee, New Orleans Boutique Hotels receives Internet access to cutting-edge technology that:

- Improves local corporate and group business
- Bolsters profitability and productivity
- Streamlines reporting and communications

"Our staff loves Delphi.Net because it instantly gives them accurate answers to questions our clients and prospects are constantly posing — such as real-time availability and rates," Dinsmoor said. "Our owners value Delphi.Net because there's no investment in hardware, the technology is always current and it bolsters our profitability by allowing us to better serve existing accounts, while spending a lot more time proactively pursuing new business."

Note: For a limited time you can register for a risk-free 30 day trial of Delphi.Net. Just go to www.delphi.net and register today!



HOSPITALITY HAPPENINGS

Newmarket Solutions Manage 140 Million Square Feet of Space

Newmarket is proud to announce another "Hospitality 1st": More than 140 million square feet of meeting space managed daily around the world using Newmarket business solutions. Every day, tens of thousands of hoteliers at close to 4,000 properties in more than 60 countries leverage Newmarket International's industry-leading technology to better market and manage thousands of meeting and function rooms, as well as hundreds of thousands of guestrooms.

Online Group Bookings Soar 428% in 2003

An industry-wide shift in the way meeting planners are buying group rooms and function space is reshaping how hotel companies are finding and booking business. For hotels and conference centers, the change in the group event-booking environment is creating an opportunity to Book More Business at higher rates. Many of our customers are doing this by upgrading their sales systems with Delphi and NetXchange MeetingBroker solutions that not only receive and respond to Internet booking opportunities, but also network together groups of hotels.

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CEO'S CORNER



By Sean O'Neill
Newmarket International Inc.
President & CEO

Welcome to the inaugural issue of Newmarket News, a quarterly newsletter designed to keep Newmarket International's valued clients and strategic partners "in the know." We hope you find this publication a useful source of information for Newmarket and industry-related news.

In a recent technology survey, hundreds of hospitality professionals just like you rated their top three business concerns for 2004 and beyond as:

1. **Distribution of Inventory**
2. **Customer Relationship Management**
3. **Systems Integration**

With 18 years of experience and tens of thousands of customers to draw upon when developing business solutions, we continue to recognize and respond to emerging trends and challenges faster and more effectively to ensure you are always in a position to "Book More Business." Below are just a few examples of how we can help you achieve and exceed your business objectives:

1. **NetXchange MeetingBroker™**

NetXchange MeetingBroker is an electronic lead distribution solution helping companies such as Dolce International add millions of dollars annually in new business by boosting conversion rates up to 15 percent or more. In 2003, MeetingBroker averaged 1 million guestrooms booked per month — and the volume of electronic bookings is expected to increase exponentially as more groups, associations and corporations shift to online reservations and meeting and event planning.

2. **NetHotel™: Customers Really Matter**

Newmarket International is the exclusive reseller in The Americas of Serenata IntraWare's NetHotel Customer Relationship Management application, which helps hospitality professionals:

- Identify, recognize and reward best customers
- Maintain clean and accurate account data
- Easily and automatically create targeted marketing campaigns
- In combination with Newmarket's Delphi BI™, a scalable Business Intelligence solution, management reporting and dashboard views of data has never been easier.

3. **NetXchange I-Server™: Optimizing Your IT Investment**

Our award-winning I-Server is proven to seamlessly and cost effectively connect Delphi Sales & Catering applications to PMS, CRS, Housing Management and Revenue Management Systems. Next in line to be integrated with I-Server are: Event Information, Point Of Sale (POS), Customer Relationship Management (CRM) and Back Office Systems. The ROI with I-Server is substantial, as key information now can be easily and instantly captured, stored and shared.

These and other business solutions like Delphi Diagrams™ — our meeting/function room space management application — are all designed with your bottom-line foremost in mind.

We look forward to partnering with you in 2004 and beyond to meet the evolving challenges in our industry.

Yours in Hospitality,

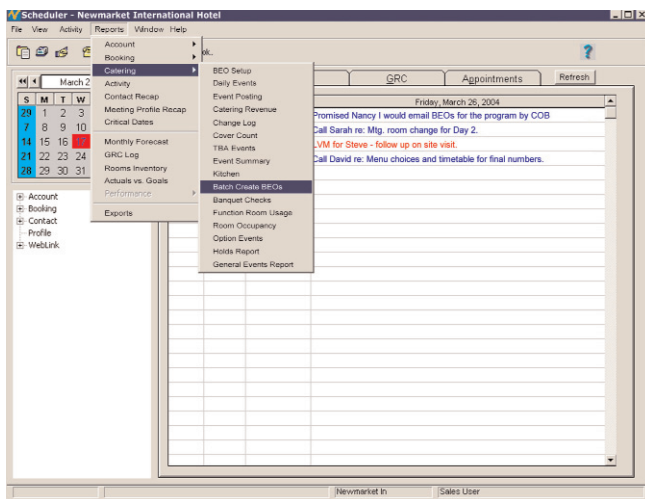
LISTENING
TO OUR CLIENTS

TRAINING TIP

Batch Email Banquet Event Orders

It's 4:30 on Thursday afternoon. As you say goodbye to your day's last appointment and return to your desk, you see a reminder to send a client the BEOs for their upcoming program. The three-day program has more than 20 BEOs. It will take hours to print and fax all of them. To top it off, your client won't even get them before they leave for the day.

Lucky for you, Delphi™ has the ability to package an entire booking's BEOs and send them via email. A process that once took hours can be reduced to a matter of minutes and a few mouse clicks. It's as simple as 1, 2, 3...



1 From the Reports menu, select Catering – Batch Create BEOs... This opens the BEO Selection window.

2 From the BEO Selection window, search for and select the BEOs you wish to send.

3 From the BEO Selection window, click the Email BEOs button. Delphi will automatically compile all of the BEOs into one zipped file and send the BEOs to the Onsite Contact's email address.

Note: Once the Email BEOs process has begun, the Exporting Records window appears and shows how many records are being exported, how many have been completed, as well as what percentage of the process is complete.

SERVICE & SUPPORT SPOTLIGHT

Excellence in Customer Service:

As the only software provider in the hospitality industry to undergo an in-depth independent survey of its customer support by Omega Management, Newmarket is pleased to announce its 3rd consecutive NorthFace ScoreBoard™ Award for Excellence in Customer Service. By exceeding customer expectations for a 3rd consecutive year, Newmarket joins the select ranks of companies like Bayer, Sony and Symantic, who are dedicated to world-class customer support.

Focusing on e-Support:

Currently, our user community has the ability to manage their cases online and to access our documentation library. We have recently reintroduced our searchable Knowledgebase to our e-Support site. We are in the process of re-evaluating and rewriting Knowledgebase articles regarding frequently asked questions and technical issues, so check back often for new content.

Down the Road...

Please stay tuned for an enhanced case search results screen under 'Manage Your Cases' that will detail your property name(s) and be more exportable. In the coming months, also be on the look-out for a Newmarket User Forum; we want to provide an e-Community where our users can meet and share ideas on best practices and unique ways to use our products.

QUOTE

OF THE QUARTER

“ We recommend Newmarket to 100 percent of our clients because we know the company's people and products are proven and our clients will be entirely satisfied with their solutions and support. Newmarket International's staff is extremely professional and its ever-growing suite of business applications is uniquely positioned and proven to bolster the bottom line. ”

— Les Spielman
President of Hospitality Automation Consultants Ltd.
(www.hacl.net)
Valley Village, California

HOSPITALITY HAPPENINGS

Newmarket Enhances

Delphi Diagrams™

Newmarket International Inc. has significantly enhanced its recently acquired Optimum Settings ii (OSii) application and has rebranded the industry-leading graphical floor plan and meeting space software Delphi Diagrams for optimal industry recognition and benefit. Currently deployed by more than 900 properties across the world, the new-and-improved Delphi Diagrams is a perfect match for more than 3,000 other Newmarket International clients. Three of the major market-driven enhancements made to Delphi Diagrams include: Space Verification (detailed CAD drawings based on measurements taken either by a trained Newmarket professional or a surveyor with JSA Architects, which will certify the renderings); integration with iPIX InfoMedia™ for 360-degree panoramic digital images of each meeting/function space; and seamless integration with Delphi.

For additional information on this best-in-class solution to improve your meeting and function space management, please call us at 888.829.8871.

RAD-Award Winning I-Server Adds CRS, HMS & RMS Connectors

Accelerating its cross-platform connectivity capabilities, Newmarket has incorporated new system connectors and business-building features into its NetXchange™ I-Server — an integration platform that won the 2003 Microsoft® Retail Application Developer (RAD) Award for Best Use of .NET Technologies. Newmarket recently added Central Reservations System (CRS), Housing Management System (HMS) and Revenue Management System (RMS) connectors to its NetXchange I-Server with the release of version 1.5.

If you would like to learn how to 'Get Connected' and take full advantage of the benefits of cross-platform integration, please contact us at 888.829.8871.

BUSINESS-DRIVEN DEVELOPMENTS

The following are just a few of the business-driven developments we've recently completed or are hard at work on thanks to your valued feedback and Newmarket's unwavering commitment to continuous improvement:

- Several additional Property Management System connectors are being added to I-Server, including a seamless integration with MICROS-Fidelio's OPERA™ PMS.
- I-Server's connector to Passkey International's HotelDirect™ allows easy, instant exporting of new and modified bookings data from Delphi for enhanced real-time room list and function/event management.
- I-Server delivers enhanced integration synergies with Serenata IntraWare's NetHotel™ CRM solution, including improved data sharing for group business, group production, group non-production and future business changes.
- Exportation of new and modified group bookings into OPUS TLP for easy instant revenue analysis also is now feasible thanks to a new I-Server connector.
- Coming this fall, Delphi v9.2 Single and Multi-Property Editions featuring: significant enhancements to real-time reporting and availability searches; a rich multi-media proposal generation and distribution module; and improved integration with Microsoft Outlook™ for synchronized contacts, tasks and appointments.
- Stay tuned for the official launch of Delphi BI™; a scalable enterprisewide Business Intelligence solution proven to help properties and companies measure and manage their employees and data faster, better and more cost effectively.

award
winning

COMMITMENT
TO CONTINUOUS IMPROVEMENT

about

NEW MARKET NEWS

Newmarket News is a quarterly corporate newsletter published and copyrighted by Portsmouth, New Hampshire-based Newmarket International Inc. for its growing family of clients and strategic partners located across the globe. For questions, comments, or to submit story ideas or add a colleague to our subscription base, please contact Shawn McDonald, Newmarket International Director of Marketing, at 603-430-7434, smcdonald@newmarketinc.com.