

## Connex - Integrating Hospitality Technology

Newmarket® International's Connex portfolio seamlessly integrates your Newmarket International sales & catering solutions with your existing enterprise systems. Connex enables customers and partners to maximize efficiencies, lower costs, and improve organization-wide communication—giving you the control, flexibility, visibility and peace of mind you need to manage and grow your hospitality business.



### NEWMARKET INTERNATIONAL'S CONNEX SOLUTIONS

#### MAXIMIZE YOUR RETURN ON IT INVESTMENTS

To stay competitive in the hospitality marketplace, you need to get the most out of your technology investments. Leveraging Connex to integrate your enterprise applications with sales & catering enables you to view, share and analyze data, improve business processes, and provide self-service capabilities to your customers. Connex is essential to maximize the value of your technology investments.

Newmarket International's Connex portfolio offers robust integration solutions with a sophisticated framework and technology platform, as well as a proven systems integration methodology for fast and seamless implementation.

#### BE MORE AGILE

Connex integrations use Newmarket International's I-Server, an open messaging-based platform designed for maximum flexibility. Standards-based technologies create an environment in which a variety of systems can interact, allowing integrations to scale from a single property to enterprise-wide deployment. The I-Server platform is built on Microsoft®.NET architecture and supports:

- Web services allowing applications to share data and interact dynamically with one another
- Extensible Markup Language (XML) as the preferred method of describing data within transactions
- Industry standards developed in collaboration with such groups as the Open Travel Alliance (OTA) and Hotel Technology Next Generation (HTNG)

Many Connex solutions also leverage Newmarket's MeetingBroker® technology for group lead distribution and channel management.

#### BUSINESS MANAGEMENT AND SCALABILITY

Connex integrated solutions provide a centralized location for integration components including a robust management system. This Administration Panel gives you a powerful, multi-property, enterprise-class integration monitoring tool that allows Newmarket International to work with you to set integration rules based on your business needs. Specifically, the Administration Panel provides:

- Proactive monitoring
- Notifications via email or event log
- Message logging
- Discrepancy viewer
- Transactional status log

## INTEGRATION SOLUTIONS

Newmarket International offers standard and custom integration solutions to clients worldwide.

<b>Reservation and Housing Management</b>	Offers business synchronization between Sales & Catering and Property Management Systems, Housing Management Systems and Central Reservations Systems, as well as unified views of information such as guestroom availability.
<b>Revenue Management</b>	Provides business synchronization between Sales & Catering and Revenue Management Systems, and allows Sales & Catering users to request real-time business evaluation and analysis.
<b>Customer Relationship Management</b>	Supports lead passing, response management and business synchronization between Sales & Catering and Customer Relationship Management (CRM) Systems in enterprise, multi-property environments.
<b>Distribution Channels</b>	Enables integration to electronic lead distribution, response management and business synchronization between Sales & Catering and internal and external distribution channels, including your “brand.com” website, electronic Requests for Proposal’s (eRFPs), public eRFP aggregation Websites and convention & visitors bureaus.
<b>Point of Sale Systems</b>	Provides event order, deposit and other data synchronization between Sales & Catering and Point of Sale and Accounting systems.
<b>Digital Displays &amp; Event Management Systems</b>	Delivers event information from Sales & Catering to Event Management Systems such as Digital Displays, Reader Boards, Labor Management and HVAC Systems, in addition to providing event order information synchronization between Delphi and Inventory Management Systems and/or Customer Planning Portals.
<b>Custom Integration Solutions</b>	Newmarket’s Connex integration team specializes in custom integration projects and developer certification services, and develops solutions for both proprietary systems and new applications.

For more information visit us online at [www.newmarketinc.com](http://www.newmarketinc.com), or contact us at one of the following locations:

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