

Aptech Blasts Past 2,500-Property Milestone

Hospitality business intelligence becomes a mainstream “must-have” business solution

Pittsburgh, January 24, 2007 – Aptech Computer Systems announced its Execuvue, Targetvue and Profitvue customized software solutions for hospitality business intelligence, enterprise planning and multi-property enterprise accounting are now used by over 2,500 properties. The milestone confirms the mainstream acceptance of business intelligence applications in the hospitality industry.

Aptech Director of Sales Cam Troutman said, “The industry’s trend toward property consolidation is creating larger hotel groups that require automated, centralized and secure real-time financial and decision-support systems to manage their assets. Aptech’s 35 years of partnership with hospitality clients developing and implementing business solutions puts us in a perfect position to meet this need. We value each of our clients for what they have taught us.”

Starwood Hotels and Resorts, Extended Stay Hotels, Concord Hospitality, Innkeepers Hospitality, Ashford Hospitality Trust, Peabody Hotel Group, Sandals Resorts, Hershey Entertainment and many other successful companies use Aptech’s Execuvue Business Intelligence, Profitvue and Webvue accounting systems and Targetvue enterprise planning.

Execuvue and Profitvue improve decision making

Execuvue is an Internet-enabled hospitality business intelligence application for large and small hotel companies that coordinates data from a wide variety of corporate systems (including Smith Travel Research) into accessible information via executive dashboards and graphics with familiar Windows simplicity. Execuvue gives hotel executives the power to make better business decisions daily by providing real-time access to key operating information and displaying it in a user-friendly graphic format.

Profitvue is a thin-client, Web-enabled hospitality back office solution that easily handles single, multi-property, or multi-company accounting and may be installed at one hotel or deployed as a hosted ASP service. It incorporates accounts payable, general ledger and financials and gives users open database compliance (ODBC) within a scaleable, client/server, open systems architecture. Multi-property consolidations are accomplished automatically according to operator criteria, and Profitvue allows new properties to be added quickly and easily. Webvue is the Internet module of Profitvue that enables automated remote data entry and report generation quickly and easily through a company’s Internet or Intranet site without adding accounting staff.

About Aptech Computer Systems

Aptech Computer Systems, Inc., based in Pittsburgh, Pennsylvania, leads the hospitality industry in leveraging change by valuing human relationships and applying technology to solve business problems for people.



Incorporated in 1970, Aptech is a financial and operations technology solutions and service company whose products include state-of-the-art back office, business intelligence and enterprise planning products: Profitvue, Execuvue, Webvue and Targetvue. Over 2,500 properties, including very large chains, multiple-property management companies and single-site hotels, utilize Aptech solutions to understand their financial and operational data. By offering the hotel industry a solid resource of hospitality professionals, and through its proven ability to evolve technology offerings as the market dictates, Aptech is proud to have earned 100% customer loyalty. Execuvue and Profitvue are registered trademarks and MyExecuvue is registered to Aptech Computer Systems, Inc. All other trademarks are owned by their respective holders.