

Aptech's ASP-Based Accounting Software in High Demand by Chains, Properties

Saves properties money, eliminates system responsibility

Pittsburgh, March 7, 2007 – Aptech Computer Systems, Inc. announced today that Wesley Hotels & Resorts, Crowne Plaza Pittsburgh South and Danfords on the Sound have installed Aptech's Profitvue ASP Back Office Accounting hospitality software. The Profitvue ASP hotel software solution lowers system expenses because Aptech hosts the application at its data center – hotel operators require only a PC and Internet connection to manage all their property financials, corporate accounting and reporting needs.

Atlanta-based Wesley Hotels and Resorts finds the Profitvue software invaluable as it develops its hotel portfolio. "Wesley has completed its first hotel integration – Hotel Indigo Sarasota -- into the new web-based system and are continuing with additional properties," said Barbara Moore, director of finance for Wesley. "Each property is set up as a separate company in Profitvue ASP; for those hotels under development Wesley is utilizing the software to measure its development operational costs versus the hotel's budget." Wesley also makes use of Profitvue ASP for its corporate accounting. "Profitvue ASP is hosted by Aptech, so Wesley does not have to incorporate an accounting file server at its headquarters or retain an IT team to maintain the system; it is a cost effective solution that lets us focus on our successful hospitality operation techniques," explained Moore.

Danfords on the Sound, a full-service destination on Long Island Sound, uses the Profitvue ASP system for back office accounting and budgets. Chrissy Passafiume, controller, said, "We designed our own financials and run our reports as often as necessary to back up our decision making. Because the solution only requires a PC and an Internet connection, we maintain an efficient, cost effective process while having real time access to our high-value performance data."

Crowne Plaza Pittsburgh South, a high-volume corporate property, installed Profitvue ASP a month ago. Vanessa Campbell, assistant general manager said, "We already see a vast improvement over our previous generic back office system. Profitvue's chart of accounts is designed for hotel operations and it streamlines our reporting, budgeting and forecasting. When I travel, I can access Profitvue from my laptop and review performance reporting to stay informed on our operation from any location."

Cam Troutman, director of sales for Aptech Computer Systems, said, "Hotel operators are leveraging technology that provides them freedom to concentrate on their business and guests. Aptech developed Profitvue ASP so hoteliers can utilize the most advanced financial accounting technology designed specifically for the hotel industry without being concerned with file servers, data backup or other system support issues."

Profitvue and Execuvue from Aptech

Profitvue, used by over 500 properties, is a thin-client, Web-enabled hospitality back office solution that easily handles single or multi-property and multi-company accounting, and incorporates accounts payable, general ledger, budgeting, forecasting, and financials. Profitvue gives users the tools to make well-informed hotel management decisions based on current, accurate operations data.

Department managers and corporate executives benefit from Profitvue's integrated statistical and financial reporting. The system provides open database compliance (ODBC) within a scaleable, client/server, open systems architecture and is available as an ASP service or on a licensed basis.

Aptech also provides the Execuvue business intelligence system. Execuvue is a Cognos-based Internet-enabled enterprise business intelligence application for large and small hotel companies that coordinates data from various corporate systems, including Smith Travel Research, into accessible information with familiar Windows simplicity. Starwood Hotels and Resorts, Concord Hospitality, Innkeepers Hospitality, Ashford Hospitality, Inc., Peabody Hotel Group, Hershey Entertainment and other successful companies use Execuvue business intelligence.

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.