

Benchmark Hospitality Selects Aptech's Execuvue Business Intelligence

Benchmark taps Execuvue to centralize data gathering, analysis for 30 independent hotels for greater operating efficiency and increased ownership profitability

Pittsburgh and The Woodlands, TX – January 6, 2009 – Benchmark Hospitality International, which operates 30 independent full service properties for multiple ownership groups nationwide, selected the Execuvue® Business Intelligence system from Aptech Computer Systems, Inc. to automate data gathering and performance management processes to drive better business decisions for its properties and corporate offices. Benchmark will begin its Execuvue rollout in 1Q '09. Aptech is the leading provider of business intelligence and back office systems for the hospitality industry.

“Benchmark Hospitality selected Aptech because it is a hospitality industry specialist and the Execuvue Business Intelligence system is a proven, powerful tool that will enable us to establish more profitable management strategies for our owners,” said Rodney Thiel, vice president of information technology for Benchmark. Execuvue’s flexibility will enable Benchmark to generate customized performance reporting for its properties to accommodate each asset’s unique operation.

2009 is all about financial performance

Thiel stated Benchmark’s goal is to centrally consolidate data from its properties in Execuvue’s database for analysis to identify areas where revenue can be increased and unnecessary expenses eliminated. “In 2009 it is all about financial performance. Execuvue will give Benchmark’s managers and corporate team the information they need to operate their properties more profitably.” Benchmark utilizes centralized payroll and accounting and Execuvue will extract data from the systems and other property applications to provide daily analysis and flexible ad-hoc reporting to enable managers to base business decisions on near real time information.

Execuvue automates enterprise business analysis

Execuvue is a web-based hospitality Business Intelligence software application for large and small hotel companies that coordinates data from a wide variety of corporate systems, including Smith Travel Research, into accessible information with familiar browser simplicity. Execuvue gives hotel company executives the power to make better decisions daily by providing fast and easy real-time access to key operating information and graphically displaying it in customizable reports and dynamic dashboards that enable more effective management.

“Benchmark is a forward-looking hotel company that will realize substantial benefits from using enterprise business intelligence to make its portfolio of hotels operate more profitably for its owners,” said Cam Troutman, director of sales for Aptech Computer Systems. “Benchmark will integrate Execuvue with the company’s property-based and corporate systems to streamline its entire management program to identify and support best practices.”



Cam Troutman

About Benchmark Hospitality International

Benchmark Hospitality International is a leader in the management and marketing of resorts, conference centers, hotels, and Personal Luxury Hotels™. The privately held company, launched in 1980, is a founding member of the International Association of Conference Centers. Benchmark is a worldwide organization operating over 30 properties representing major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston, with regional offices in New Jersey and Connecticut. International offices are located in Tokyo, Japan and Santiago, Chile. For locations of properties and additional information, visit www.benchmarkhospitality.com.

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.