

# Extended Stay Hotels Installs Aptech's Execuvue Business Intelligence for 681 Properties

**Aptech BI system helps lower operating costs, boosts value.**

Pittsburgh, February 14, 2007 – Aptech Computer Systems, Inc. announced today that Extended Stay Hotels implemented the Aptech Execuvue® Business Intelligence system and hospitality software to automate data gathering and operational performance management for its 681 properties.

Steve Licht, vice president - controller for Extended Stay Hotels, said, "We believe in business intelligence services to keep our operating costs low while still providing high value to our customers, and Execuvue helps us tremendously in this endeavor. The system delivers comprehensive performance and comp-set data, which lets us operate more efficiently by basing our business decisions on better information." Extended Stay Hotels installed the Execuvue enterprise business intelligence system in mid 2006 to gather and analyze daily operating data from its properties to increase revenue. Execuvue is interfaced with the chain's front office system and its Epicore corporate financial accounting system to eliminate manual data entry.

"Extended Stay Hotels selected the Aptech system for its strong hospitality business intelligence and operational reporting that includes Smith Travel Research STAR data," explained Licht. "Execuvue lets us focus on revenue performance by evaluating our market share and establishing comp-set comparisons. Aptech is an excellent partner." Licht also noted that Execuvue property performance metrics are distributed to property managers and other staff to establish best practices that minimize expenses.

Cam Troutman, director of sales for Aptech, said, "Extended Stay Hotels' goal is to create greater operating efficiency by seamlessly leveraging technology. Execuvue is integrated with Extended Stay's corporate and property-based systems to deliver the maximum amount of data without rekeying to achieve that efficiency. The company's executive team decided which metrics are most valuable to include in reporting and dashboards." Execuvue provides customized executive dashboards that give Extended Stay Hotels managers graphic snapshots of performance that includes YTD and same-day last year comparisons by market and brand for RevPAR, ADR, occupancy and other measures.

## **Execuvue automates enterprise business analysis**

Execuvue is an Internet-enabled hospitality 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 Windows simplicity. Execuvue gives hotel executives the power to make better decisions daily by providing fast and easy real-time access to key operating information and graphically displaying it.

## About Extended Stay Hotels

HVM L.L.C., the operator of Extended Stay Hotels, is headquartered in Spartanburg, S.C. The company operates 680 extended stay lodging hotels offering more than 75,000 hotel rooms in 44 states plus Canada under the following brands: Extended Stay America®, Homestead Studio Suites Hotels®, StudioPLUS Deluxe Studios®, Crossland Economy Studios® properties and the new brand, Extended Stay DeluxeSM. For more information about Extended Stay Hotels, visit [www.ExtendedStayHotels.com](http://www.ExtendedStayHotels.com) or call 1-800-EXT-STAY.



## 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 users, 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.