

## Newmarket International and Software Management, Inc. Join Forces to Offer First-Ever Lead Automation Service for CVBs and Their Member Hotels

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The leading group sales, catering and events software provider and the leading software provider for the destination marketing industry sign partnership agreement

### **Companies integrate top solutions to enable Convention Visitor Bureaus (CVBs) and their member hotels to automate groups and meetings lead distribution processes**

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry and Software Management, Inc. (SMI), today announced that the two companies have entered into a strategic partnership. SMI is the leading provider of sales, marketing, customer management and web technology for the destination industry. The partnership joins Newmarket's 20+ years of expertise and experience in the group sales and catering market with SMI's leadership in the destination marketing segment. The integrated solution between Newmarket and SMI will automate the lead distribution and management process for participating Convention Visitor Bureaus (CVBs) and their member suppliers. The Chicago Convention & Tourism Bureau will be the first CVB to go live on the integrated solution this month.

'We are always looking for new ways to innovate and by integrating with another best of breed vendor, SMI, we are doing just that. This is a first-of-its-kind solution now available to our joint customers,' said Marty Denning, Business Development Director at Newmarket International, Inc. 'The result of this effort is both the CVBs and their member hotels are able to better service their customers, market to prospects and understand the business opportunities available to them.'

This partnership will enable the direct connectivity between CVBs and suppliers, automating the distribution of all groups and meetings leads directly from the CVB to the participating hotel. Newmarket's MeetingBroker, an innovative web-based lead management solution, integrates with SMI's Destination 3000(TM), or D3000, a comprehensive set of sales and customer relationship management tools. Customers will benefit from the full range of lead management features that are offered by the MeetingBroker platform such as:

Quick response to RFPs and capabilities such as assignment and escalation rules for leads

Reporting capabilities to analyze leads and business coming from the CVB

Property-to-property lead passing

Seamless integration with Newmarket's leading sales and catering software, Delphi(R)

The Chicago Convention & Tourism Bureau, an existing SMI customer, recognized the inherent value and potential that the integration with Newmarket could provide and will be the first CVB to use the system. The Chicago Convention & Tourism Bureau is looking forward to streamlining processes and providing an additional benefit to their members.

'The opportunities this technology partnership presents for the CVB and hospitality communities are significant, said Jennifer Reichenbach, President of SMI. 'By directly integrating Destination 3000 with MeetingBroker, our CVB clients will now be able to more quickly deliver meeting and convention leads, get responses from their member hotels and meet the demands of the busy meeting planner.'

### **About SMI**

SMI ([www.softwagemgt.com](http://www.softwagemgt.com)) is a provider of sales, marketing, customer management and web technology for the destination industry. Our Destination 3000(TM) application is used by some of the top travel and convention destinations in the United States and Canada including Orlando, Chicago, Miami, Seattle, Denver, Kansas City, Washington DC, Atlantic City, Phoenix and New Orleans. Our applications empower our clients to maximize internal resources, sell more effectively and leverage their valuable content to create and deploy personalized marketing messages with instantly measurable results. SMI's extensive experience, solutions and strategic development partnerships enable our clients to embrace the full power of specialized, integrated technology.

### **About Newmarket International**

Newmarket International, Inc. ([www.newmarketinc.com](http://www.newmarketinc.com)) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 10,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Cologne (Germany), London, Shanghai, Singapore and Sydney.

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