

Southern Sun Selects Newmarket's Delphi(R) Sales and Catering Software for its Middle East Properties
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Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced that Southern Sun Hotels has selected the Delphi Multi Property Edition(R) for two of its Middle East properties. The world-class hotels, Southern Sun Qamardeen and Southern Sun Al Manzil, both located in Dubai, will be using Delphi to automate the sales and catering process for their groups, meetings and events.

By utilising Delphi, the leading sales and catering system, the two properties can share leads, account and contact information. Delphi will also help to streamline their group business processes in order to generate more revenues and save costs.

Founded in 1969, Southern Sun Hotels has 40 years of experience in providing great hospitality to its local and international guests. Southern Sun's portfolio of hotels provide world-class accommodation across all markets, and offer the widest distribution of hotels in South Africa in major urban centres and key leisure destinations. They are designed to meet the needs of all guests, whether they are traveling for business or leisure. Southern Sun has launched two exclusive hotels in Dubai's new business district - the heart of Downtown Dubai. Both Al Manzil and Qamardeen will be implementing the Delphi software solution. By having an automated sales and catering process for their group business, the two hotels will be able to realize operational efficiencies, create targeted marketing campaigns and better align their sales efforts to close more business.

'We evaluated the various solutions available in the market for sales and catering and realized that with Delphi not only do we work with a world leader but we are also able to roll it out faster as most of the members of the sales team have used Delphi in their previous positions. This will help us not only initially, but also in the long run as we will be able to cut down the training required for the sales team,' said Seema Pande, Complex Director of Sales & Marketing for Southern Sun Hotels in the Middle East.

Newmarket's reseller partner, Wide Computer Systems, was also involved in the deal, working closely with Southern Sun Hotels to evaluate the best software solution for its two properties. Selecting a flexible solution was essential for Southern Sun as they want to connect a multitude of properties and expand their business and as a result, are looking to roll Delphi out to additional properties in the future. Delphi can also integrate to their different enterprise applications.

'We are pleased to have been selected by Southern Sun Hotels for their premier properties in Dubai,' said Steve Lambert, Managing Director - International, Newmarket International, Inc. 'Southern Sun has realized the value in the Delphi solution and we look forward to a long relationship with the company as they expand their portfolio.'

About Newmarket International

Newmarket International, Inc. (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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