

Nexus will launch HotelworX(TM) to US market at HITEC 2008

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Nexus today announced that HITEC 2008 will be the platform for the US launch of HotelworX, a new Sales Force Automation (SFA) system designed specifically for the hotel industry.

HotelworX enables hotels to manage clients across all segments, plan and track sales activities and measure performance against revenue targets. Uniquely, it is also fully integrated with Nexus' existing Consortia and Corporate RFP and group sales lead modules, giving sales people instant access to valuable 'live' sales information.

Says Geoff Andrew, Nexus Managing Director, 'Hotel sales people typically have to spend far too much time working with multiple systems, or using software that was not designed for the hotel industry. HotelworX is designed with hotels in mind and it integrates many of the tasks sales people perform each day. Sales people should be focused more on selling and less on administration. HotelworX can help make that happen.'

HotelworX is web based and utilises the very latest Rich Internet Application technology, which provides the speed and 'drag and drop' capabilities of a desktop application. The system replaces Nexus' existing 'account management' module.

G. Paul LeBlanc, Vice President, Marketing & Sales for Warwick Hotels International, comments 'Warwick has been using Nexus account management module since 2000. Now, more than ever, the system functionality combined with Nexus support is needed to manage our global and regional accounts. It's the platform that underpins our international sales effort. In fact, our team knows that, 'if it's not in Nexus, it didn't happen'. We're excited about the upgrade to HotelworX - the user interface and the functionality look terrific.'

Nexus World Services is a leader in providing sales management technology solutions to the hospitality industry and is currently providing services to a number of major hotel chains and groups around the world including, Choice Hotels International, design hotels, Dorchester Collection, Drury Hotels, Four Seasons Hotels & Resorts, Larkspur Hospitality, Mandarin Oriental Hotel Group, Millennium Hotels & Resorts, Omni Hotels, Outrigger Hotels & Resorts, The Peninsula Hotels, The Rocco Forte Collection, Steigenberger Hotels and Resorts, Von Essen Hotels, Warwick International Hotels, WORLDHOTELS.

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