

## Newmarket International Launches Connex for Microsoft Dynamics CRM for the Hospitality Market

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### New Product Brings Powerful Lead Management and RFP Capabilities to Microsoft Dynamics CRM Solution

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced Newmarket Connex(TM) for Microsoft Dynamics CRM. This new solution allows hospitality professionals in the central sales office to manage and source groups and meetings business from directly within Microsoft Dynamics CRM to their individual properties. Request for proposals (RFPs), responses and business actuals are all seamlessly exchanged between the central sales office and the individual properties via Connex. By centralizing the groups and meetings sales process into one application, the central sales office will have complete visibility into all the details associated with a customer, the RFP and the event. The result is the ability to respond to RFPs faster than the competition, improving the win percentage and streamlining the sales process.

'Hospitality organizations need a powerful lead management solution in place to help them manage the details and logistics that go into every meeting and customer interaction,' said Sandra Andrews, U.S. hospitality industry solutions director, Microsoft Corp. 'Newmarket Connex, integrated with Microsoft Dynamics CRM, helps address this need by ensuring the RFP process is part of the overall CRM application. This gives people within the central sales office a complete view of their meeting and event business with real-time ability to respond to and manage that business, driving increased sales and service.'

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enable people to make important business decisions with confidence. Microsoft Dynamics CRM connects teams to insights and data that will help them add value to every relationship. Users can find records quickly, track preferences accurately, answer questions thoroughly, and resolve issues instantly. Hospitality professionals using Microsoft Dynamics CRM as a platform to manage customer relationships can now benefit from an integrated lead management system from Newmarket. Within the Microsoft Dynamics CRM solution, a hospitality professional can manage and source group meetings business immediately to their portfolio of properties. Users benefit from having a complete view of every detail associated with their meeting and event business and the ability to manage those details and respond to RFPs from a centralized location. In addition to speeding the sales process, companies now have a system to better analyze the business from these opportunities.

Key features of Newmarket Connex for Microsoft Dynamics CRM include:

Manage room block, event and meeting detail information for group and meetings business opportunities within Microsoft Dynamics CRM.

Source opportunities as meetings/RFPs to your portfolio of hotels seamlessly from the Microsoft Dynamics CRM solution.

Achieve complete visibility into hotels responses and booking activity resulting from sourced RFPs.

'Connex for Microsoft Dynamics CRM is about giving our customers a view of their business activity from the time a lead is received until the business is complete,' said Sean O'Neill, Chairman and Chief Executive Officer at Newmarket International, Inc. 'By integrating with Microsoft Dynamics CRM, we are giving customers the ability to incorporate the RFP and lead management process into the broader CRM application for an improved global lead management solution.'

### **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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