



CONTACT: Colin Findley, ProfitSword, LLC, (407) 909-8822  
Brad Robinette, Sage Hospitality Resources, LLC, (303) 595-7200

### **SAGE HOSPITALITY RESOURCES MANAGEMENT CHOOSES PROFITSWORD TO PROVIDE BUSINESS INTELLIGENCE SOFTWARE TO ITS PORTFOLIO**

Denver, CO – *September 2, 2008* – Sage Hospitality Resources, a leading hotel ownership and management company, has chosen ProfitSword, an innovator in web-based intelligence tools for the hospitality industry, to provide business intelligence services to all 52 Sage managed properties. The move will enable property managers to gather, interpret and share detailed financial and statistical information with the corporate office, ownership and each other in real-time.

Sage began using ProfitSword's ProfitSage Financial Suite as its business intelligence tool in May 2008. The web-based ProfitSage software consists of six modules that interface with the PMS, back office accounting, point of sale, sales automation and payroll systems in order to warehouse critical operational data. The information is then used within the different modules to produce revenue reports, detailed forecasts, line-by-line budgets and hundreds of additional customized reports. ProfitSage also interfaces with Smith Travel reporting to provide comprehensive comparisons to the competitive set. ProfitSage can also pull down some brand guest satisfaction scores directly from the hotel's brand website.

"ProfitSage provides us with real-time, accurate data in both single property and roll-up formats for property managers, corporate staff and owners," says Sage Hospitality President & CEO, Walter Isenberg. "Instead of viewing yesterday's data, we now have up-to-the-minute information for each property, each brand within our portfolio, and for each owner's group we partner with."

The interfaces to the disparate systems within a hotel operating environment improve the data flow and management practices, creating a new level of accountability for management teams. Financial reporting is often automated and streamlined eliminating the re-keying of data, thus reducing manual intervention and human error. The Forecasting and Budgeting modules within ProfitSage are simple and accurate with increased historical and comparative data available.

ProfitSage provides modules for daily income journals, forecasting, budgeting, accounts payable, purchasing and business planning. Each module interfaces with the others, and since the entire system is web-based, users can view information in real time. This empowers managers with information to make solid decisions that will positively impact the profitability of the hotel. And because the program is custom designed



around a company's chart of accounts – or general ledger, owners, corporate and regional managers can use it to generate consistent, standardized reports across a variety of brands and property types.

“The hotels and the corporate office have hundreds of customized, informative reports and graphs at their fingertips,” says Tili Findley, president of ProfitSword. “Likewise, data is presented in standard industry formats and consistent with general accounting principles so that reports are consistent across hotel brands. This has been increasingly important at the corporate and ownership levels that are involved in multi-brand management.”

Sage began the migration to ProfitSage in May and completed the implementation recently. Brian Treadwell, an Analyst for Sage, recognized an immediate positive impact at the properties. “Having data in real-time is essential for critical decision making. We don't have to wait for the database to 'refresh' overnight and we don't have to wait for the reports to update – everything is instantaneous.”

“Jack Mitchell, one of my favorite authors,” says Isenberg, “wrote a book called *Hug Your Customers*. In the book Mitchell devotes a chapter to the effect of technology on business and says: ‘Two companies can be equal in every way, but if one has better technology, the one without the technology can't possibly keep up.’ At Sage, we believe ProfitSage will help us take better care of all of our customers – Associates, Guests, and Owners!”

### **About ProfitSword**

Founded in 2001, ProfitSword is an innovator in business intelligence software for the hospitality industry. ProfitSage provides seamless integration of data and real-time information to enhance hotel managers' decision-making process. ProfitSword is headquartered in Orlando, Florida. For additional information on the company and its customized products and software solutions, contact Colin Findley at (407) 909-8822.

### **About Sage Hospitality Management**

Sage Hospitality Resources is one of the nation's leading hotel management companies, specializing in management of full and limited service hotels nationwide. Sage is recognized as an innovative leader in the industry as an operator, employer, developer, and investor. Sage has managed over 300 properties in 39 states and the District of Columbia, including major brands such as Hilton (Hilton Garden Inn, Hampton Inn), Marriott (Renaissance, Courtyard, Residence Inn, TownePlace Suites, Fairfield Inn) Sheraton, Holiday Inn, Choice (Clarion, Comfort Inn, Quality Inn), and independent hotels and resorts. Sage represents hotels owners including insurance companies, pension funds and individual investors.