

Connex for CRM

Integrated Solutions for Microsoft Dynamics® and Salesforce.com®

Connex for CRM allows hospitality companies to seamlessly integrate your Newmarket® International sales & catering solution and your existing enterprise systems, including customer relationship management (CRM). Leverage Connex for CRM and empower your central sales offices to manage and grow your most strategic and profitable accounts.



STREAMLINE ABOVE PROPERTY GROUP SALES

For multi-property and multi-location hospitality companies, centralized sales and account management operations are standard business practice in order to optimize revenue and costs associated with managing your most valuable accounts. As a result, timely and effective communication across your enterprise—property and above-property—is critical to your success. Leverage Connex for CRM and enable your centralized teams to source group business directly from within your incumbent CRM solution to your property-based Newmarket International sales & catering systems, Delphi®, Daylight®, or Delphi®.Net. Connect your teams via Connex for CRM and increase your win rate and improve customer relationships.

Newmarket International's Connex for CRM allows hospitality companies using either Microsoft Dynamics or Salesforce.com to effectively leverage the combined value of CRM together with your Newmarket International sales & catering system, enabling your Sales teams to seamlessly source group business to your multi-property or multi-location venues. The entire group booking process, from request for proposals (RFPs), responses, to booked and actualized business is seamlessly enabled and facilitated between hotel and event locations and above property offices using Connex for CRM.

BOOK MORE BUSINESS

Newmarket International's Connex for CRM allows you to source leads to the properties or locations you select, ensuring that only the locations with the ability to fulfill the business opportunity are notified. In addition, you have the ability to manage meeting and event information right from within your native CRM system, including:

- Manage room blocks, events and meeting details for group business opportunities
- Seamlessly source opportunities in the form of RFPs to your portfolio of hotels or other venues
- Acquire complete visibility into RFP response times and booking activity by location
- Rapidly add room block and event information with easy to use data entry wizards
- Save time and increase your win rate by quickly copying meeting details across multiple opportunities
- Increase data accuracy and reduce response times with seamless integration to your properties' Delphi, Daylight, or Delphi.Net sales & catering systems via MeetingBroker®
- Gain greater visibility into estimated and actual revenue with integrated, property-based booking data

EXTEND YOUR TECHNOLOGY INVESTMENTS

Connex for CRM allows you to maximize your investment in CRM together with your Newmarket International technology solutions. Connex for CRM extends the functionality of your existing CRM system to enable the process of capturing meeting details and sourcing RFPs.

Connex for CRM leverages the power of your MeetingBroker and Sales and Catering integration to facilitate access and response to leads generated by your central sales offices. These leads are assigned and managed automatically, according to business rules you establish, enabling properties to respond faster, win more business and increase revenues.

SEAMLESS INTEGRATION FOR CONNECTED BUSINESS PROCESSES

With Connex for CRM you can easily enter all relevant opportunities and then source them as RFPs to appropriate locations. Connex tracks the history and the progress of the booking, making it easy to keep total control over your above-property sales operations.

Quick Create Event Requirements

This wizard will generate multiple Event entries based upon the pattern specified.

Start Day Number:

Number of Days:

Number of Attendees:

	Include	Setup Type	Start	End	Sessions
Breakfast	<input checked="" type="checkbox"/>	Rounds 10	08:00 AM	09:00 AM	
Morning General	<input checked="" type="checkbox"/>	Theater	09:00 AM	11:00 AM	
Morning Breakout	<input checked="" type="checkbox"/>	Classroom	11:00 AM	12:00 PM	4
Lunch	<input checked="" type="checkbox"/>	Rounds 10	12:00 PM	01:00 PM	
Afternoon General	<input checked="" type="checkbox"/>	Theater	01:00 PM	03:00 PM	
Afternoon Breakout	<input checked="" type="checkbox"/>	Classroom	03:00 PM	04:00 PM	4
Dinner	<input checked="" type="checkbox"/>	Rounds 10	07:00 PM	09:00 PM	

Quickly Create Events with Easy to Use Wizards

Provide Your Team Centralized Views of RFPs and Bookings

RFPs New Send Award Withdraw RFPs Help ?

Action	Name	Status	RFP Viewed	Proposal Received	Start Date
<input type="checkbox"/> Edit Del	Montreal Hotel & Towers	TurnedDown	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8/31/2011
<input type="checkbox"/> Edit Del	Fantasia Hoteles	Withdrawn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8/31/2011
<input type="checkbox"/> Edit Del	London Hotel & Towers	SelfAwarded	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8/31/2011
<input type="checkbox"/> Edit Del	Franfurtplatz Hotel	Sent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/31/2011

Bookings Bookings Help ?

Action	Meeting Name	Booking Status	Agreed Total Revenue	Blocked Total Revenue	Future Pickup Total Revenue	Actual Total Revenue
	Montreal Hotel & Towers	TurnedDown	CAD 0.000000	CAD 0.000000	CAD 0.000000	CAD 0.000000
	Fantasia Hoteles	Cancelled	USD 0.00	USD 0.00	USD 0.00	USD 0.00
	London Hotel & Towers	Definite	GBP 86,000.00	GBP 0.00	GBP 0.00	GBP 0.00

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