



NEWMARKET®
Delphi BI

Business Intelligence is the Bottom Line

Delphi® BI is a business intelligence solution that enables hospitality companies to extract data from their Delphi applications and streamline decision making. The valuable information that results gives you greater insight into the way you sell, the way you interact with your customers and the way you align your teams, positioning you to meet your financial and operational goals.

EMPOWER YOUR ORGANIZATION WITH BUSINESS INTELLIGENCE

Hospitality professionals have long endured the challenges involved with managing data - either having too many details or, worse, having incomplete or outdated information. Delphi BI solves both of these dilemmas for you. With our powerful data warehouse and reporting platform, you will have the critical business information you need to make better, timely decisions. Specifically, Delphi BI helps you to:

- Produce more accurate revenue forecasts
- Better measure and manage human resources and physical assets
- Understand your most valuable customers
- Produce consolidated roll-up reports from multiple properties using multiple currencies
- Identify how to meet and exceed revenue targets

ANALYZE YOUR DATA FOR BETTER PERFORMANCE

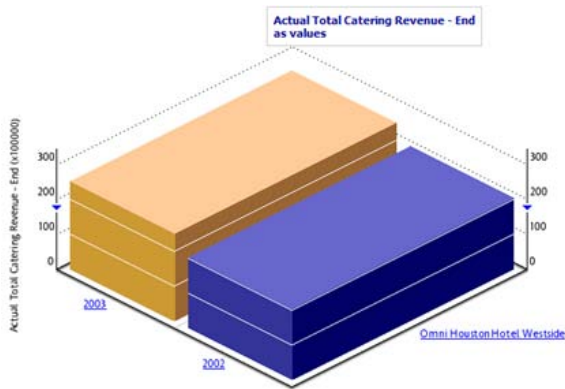
Delphi BI offers superior flexibility and functionality, fitting seamlessly into your business' needs and workflow. Key features and benefits include:

- A high-performing, fault-tolerant warehouse to deliver maximum flexibility and functionality while minimizing storage size and transfer times
- Multi-currency support that allows users to define a primary currency for their Delphi BI warehouse, converting property currency values to the warehouse currency
- Reusable, extensive hospitality-specific Data Marts, Data Views, Stored Procedures and Sample Reports with data that encompasses Activities, Current Rooms and Events, and Guestrooms and Catering Pace

REPORTING FOR RESULTS

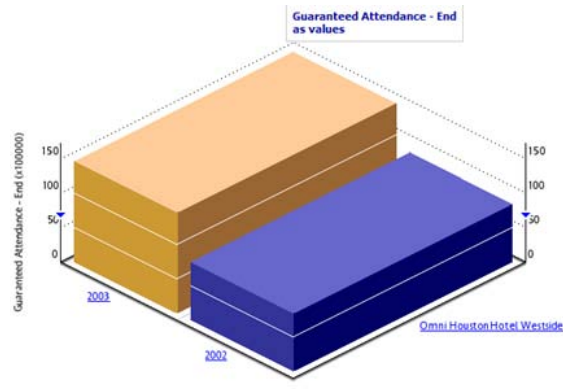
Delphi BI allows for both operational reporting and informational/management reporting. For instance, you can easily measure and compare Key Performance Indicators (KPI) over time to identify trends and drive decisions. With Delphi BI, you have the ability to report on company specific metrics for added visibility into your business. Delphi BI also provides:

- The flexibility to work with leading analytical and reporting tools so you can select the most appropriate application for your budget, internal reporting skills, and analytical needs
- A warehouse that contains performance and historical data to support OLAP and reporting applications such as:
 - Catering Performance reports
 - Sales Manager Performance and Forecast Management reports and dynamic views
 - Global (multi-currency) Pace and Product reporting
 - Drill-down views into multiple dimensions such as property, market segment, and quality



Actual Catering Revenue

2007	20,320,328.56
2008	25,170,449.13



Guaranteed Catering Attendance

2007	8,428,658
2008	14,617,412

For more information visit us online at www.newmarketinc.com, or contact us at one of the following locations:

Corporate Office

Newmarket International
75 New Hampshire Avenue
Portsmouth, NH 03801
USA
phone: 603.436.7500
fax: 603.436.1826
salesinfo@newmarketinc.com

Europe, Middle East, Africa

Newmarket International
4th Floor, Drapers Court
Kingston Hall Road
Kingston-Upon-Thames
Surrey
KT1 2BQ - England
phone: +44. (0).20.8481.6600
fax: +44. (0).20.8481.6620
london@newmarketinc.com

Asia Pacific

Newmarket International
Software Pte. Ltd.
3 Bishan Place
#05-03/04, CPF Building
Singapore 579838
phone: 65.6735.5988
fax: 65.6835.2280
salesap@newmarketinc.com

Australia

Newmarket International
Software Pte. Ltd
119 Willoughby Road
Crows Nest, NSW, 2065
Australia
phone: +61 (0) 61 2 9965 3797
salesap@newmarketinc.com

China

Newmarket International Software
(Shanghai) Co., Ltd.
Suite 1709, You You International Plaza
No 76 Pujian Road
Pudong New Area, Shanghai, People's
Republic of China
Postal Code 200127
phone: +86 (21) 5838 2878
fax: +86 (21) 5838 2877