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Concord Hospitality Upgrades to Latest BI Technology with Execuvue

iPhone- and iPad-Compatible Execuvue Provides Actionable Insights Everywhere

Pittsburgh, PA – June 1, 2011 – Aptech Computer Systems, Inc. announced the release of its next-generation Execuvue→ Business Intelligence (BI) system for the newest Cognos database platforms. The enhanced Execuvue system delivers fully interactive BI reports for iPhone, iPad, Windows Mobile, Blackberry and Symbian platforms through a secure mobile-ready web portal. It provides performance reports in more than 40 formats. Operators may also easily create their own ad hoc queries and customize existing reports. Click here to learn more about Aptech's products and services.

Execuvue delivers analysis based on real-time data pulled automatically from multiple sources that include time and attendance, financial and Smith Travel numbers. Aptech is the industry leader of hospitality software for business intelligence, forecasting, and enterprise financial accounting.

Mobile-ready business intelligence reports automatically push actionable insights everywhere
"The new version of Execuvue with fully interactive reporting for mobile platforms puts actionable information in executives' hands wherever they are," said Aptech Vice President Cam Troutman. "The system also provides collective intelligence with built-in collaboration and social networking to connect people and insights to gain a competitive edge." He cited Execuvue enhancements that include:

- Greater flexibility for creating reports in formats customized by each user;
- Automated report distribution via e-mail to specific managers and properties at specific times;
- Security protection for data on the property/user level, so executives can build reports that show all properties, but specific property managers can only view information about their properties.

Concord Hospitality Enterprises Company expands BI data integration to reduce labor costs
"We upgraded to the newest Execuvue version because we value the flexibility of having various conduits of information feed into our BI system to deliver more comprehensive decision information," said Brian Cornell, Vice President of IT for Concord Hospitality Enterprises Company, which manages over 80 hotels across the country. "We were previously importing financial and Smith Travel information into Execuvue, but now we can include time and attendance—actual employee punch data – as it occurs. Forecasted financial data and scheduled labor costs are also imported to provide managers the ability to proactively manage their labor costs with more accurate scheduling."

"Happy associates mean happy guests." Correlate guest and staff satisfaction data
Cornell likes the fact that the new system will automate guest satisfaction data from multiple brands in the Concord portfolio. "We also conduct satisfaction audits of our associates. We plan to bring that information into an Execuvue BI dashboard to draw correlations between happy associates and happy guests. This information will be available through dashboard reporting we can distribute to our hotel managers so they can keep their fingers on the pulse of their properties."

Brian Cornell, Vice President of IT for Concord Hospitality Enterprises Company

Aptech's Execuvue Business Intelligence performance management system provides operators and corporate managers with a flexible comprehensive view of the factors that affect a property's or chain's performance. Execuvue accesses, merges, and mines data from property solutions that include:

- Sales and catering systems
- Smith Travel data
- Time and attendance systems
- Food and beverage, and POS systems
- Guest satisfaction data
- Property management systems

For more information, please visit www.aptech-inc.com, or call 800-245-0720.

Going to HITEC 2011 in Austin? Visit Booth #401 to meet with Aptech's team and learn how Aptech can reduce risk, while minimizing cost exposure, for operators and executives who need to navigate the industry's complex business trending cycles.

About Concord Hospitality
Concord is balanced on four cornerstones: delivering quality, living integrity, supporting community and growing profitability. Over the last 20 years, those cornerstones have guided Concord through the creation of a portfolio that is equally split between owned and managed properties. Its portfolio demonstrates the diversity of strengths; with the capacity to develop and/or operate hotels across every segment of the industry, creating a multitude of profitable opportunities. Concord is the largest Marriott franchisee in Canada. Concord provides management services for over 3,000 Associates, 80 hotels and 10,000 guestrooms and suites throughout the United States and Canada. Concord's brands include: Marriott Hotels and Resorts, Renaissance Hotels and Resorts, Sheraton Hotels and Resorts, Crowne Plaza, Hilton Garden Inn, Hampton Inn & Suites, Hyatt Summerfield Suites, Hyatt Place, Holiday Inn, Courtyard by Marriott, Residence Inn by Marriott, SpringHill Suites by Marriott, Fairfield Inn and Suites by Marriott, MainStay Suites by Choice Hotels. Concord also operates a four-star independent boutique hotel, the Clinton Inn in Tenafly, New Jersey. http://www.concordhotels.com.

About Aptech Computer Systems
Aptech Computer Systems, Inc., based in Pittsburgh, Pennsylvania, leads the hospitality industry in leveraging change by valuing human relationships and applying technology to solve business problems for people. Incorporated in 1970, Aptech is a financial and operations technology solutions and service company whose products include state-of-the-art back office, business intelligence and enterprise planning products: Profitvue®, Execuvue®, and Webvue®. Over 2,500 properties, including very large chains, multiple-property management companies, and single-site hotels utilize Aptech solutions to understand their financial and operational data. Execuvue and Profitvue are registered trademarks of Aptech Computer Systems, Inc. All other trademarks are owned by their respective holders.

Contact:

Aptech Computer Systems
Cam Troutman, Vice President
135 Delta Drive
Pittsburgh, PA 15238
Phone: 800-245-0720 or 412-963-7440
Email: vueinfo(at)aptech-inc.com
http://www.aptech-inc(dot)com

Media Contact:
Julie Keyser-Squires, APR
Softscribe Inc.
180 River Springs Drive NW
Atlanta, GA 30328
Phone: 404-256-5512
Email: Julie(at)softscribeinc.com
http://www.softscribeinc(dot)com