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For immediate release

Cendyn is Now the Most Integrated CRM in the Hospitality Industry

Berlin, Germany - Wednesday, March 8, 2017 - Cendyn announced today its most recent integration partnership with Oracle as a Platinum Partner. The latest addition to the vast number of integrations and partners that Cendyn works with now makes the Cendyn Hospitality Cloud the most integrated and connected in the industry.

With over 175 integrations, spanning across property management systems, point-of-sale systems, spa software, food and beverage vendors, maintenance, security and many more, Cendyn has more readily available data connections than any other CRM SaaS vendor in the hospitality space. By working with hundreds of partners across industries, Cendyn also provides the most consolidated view of hospitality data available to hoteliers.

“We’ve built our integrations to be flexible, reliable, secure and configurable so we can adapt to fit every hotelier’s needs. We did this to ensure our platform is in line with future trends and allows our clients to maintain the highest level of service to all their guests, no matter what channel they come through,” said Charles Deyo, president & CEO of Cendyn. “Cendyn is the new standard in CRM. Whether you’re an enterprise hospitality organization or an independent, boutique hotel, we’ve got the solution to help harness your data to drive profitable revenue growth.”

Becoming an Oracle Platinum Partner provides Cendyn’s Opera PMS clients with unprecedented flexibility and reliability with their data, full Oracle support and provides recognition for Cendyn’s specialization within the data integration field. The company’s recent acquisition of Guestfolio, which has joined elnsight in the Cendyn Hospitality Cloud, makes Cendyn’s CRM the new standard for hotel and hospitality brands of all sizes, worldwide.

About Cendyn

Cendyn is a cloud-based software and services provider that develops integrated technology platforms for driving sales and marketing performance in the travel and hospitality industry. The Cendyn Hospitality Cloud offers the most complete set of innovative software and services in the industry, covering hotel marketing, guest engagement, group sales, and event management. With offices in Boca Raton, Atlanta, Boston, San Diego, Toronto, Whistler, London and Singapore, Cendyn proudly serves more than 30,000 clients in 143 countries with enterprise spend levels in excess of \$1 billion. For more information on Cendyn, visit www.cendyn.com.

