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CENDYN LAUNCHES THE CENDYN HOSPITALITY MARKETING CLOUD AT HITEC 2016

An Integrated Technology Platform for Driving Sales and Marketing Performance

NEW ORLEANS, LA June 21, 2016 – Cendyn® is proud to announce the worldwide release of the [***Cendyn Hospitality Marketing Cloud***](#)[™] (CHMC), an integrated technology platform with the most complete set of solutions available in the industry. Designed specifically for travel and hospitality, the CHMC drives sales and marketing performance to generate profitable revenue growth through two main solution sets: Cendyn/ONE[™] and Cendyn/EVENTS[™].

[***Cendyn/ONE***](#) drives transient leisure direct bookings and personalized guest engagement through integrated Hotel CRM and Data-Driven Digital Marketing technology. The solution centralizes data from multiple sources, including Property Management Systems (PMS), Point of Sale (POS), Central Reservation Systems (CRS), Call Center, ancillary systems, Guest Satisfaction Surveys (GSS), Social Media, Loyalty and more, into a single view of guest data that enables marketing automation across all digital media channels, and guest engagement throughout the entire guest lifecycle. The entire process is measured and optimized via a powerful analytics and reporting solution with real-time insights to maximize ROI.

[***Cendyn/EVENTS***](#) (formerly Cendyn Arcaneo) offers Event Management and Hotel Sales technology that increases group business and streamlines the event sourcing, planning and execution process. These collaborative solutions connect hotels and resorts with planners,

while venue management technology enables clients to automate and measure meetings and events. The Hotel Sales Suite provides a wide range of software modules for growing group business, including the award-winning eProposal, eMenus, getplanning, getregistered, eLeads and RFP Toolkit.

“We are thrilled to announce the Cendyn Hospitality Marketing Cloud at HITEC today,” said Charles Deyo, Cendyn President and CEO, “It represents the culmination of over two decades of experience focused on developing the most complete suite of innovative applications for driving bottom line results.” Charles continued, “Now we are delivering these applications to our customers via a secure, integrated cloud-platform built for scale and speed.”

About Cendyn

Cendyn® is the leading provider of travel and hospitality software solutions, delivered via the Cendyn Hospitality Marketing Cloud™ – an integrated technology platform with the most complete set of applications available for driving sales and marketing performance. The Cendyn Hospitality Marketing Cloud delivers results via two main solution sets.

Cendyn/ONE™ provides Hotel CRM and Data-Driven Digital Marketing solutions for growing transient leisure bookings, guest engagement, and loyalty. Cendyn/EVENTS™ provides Event Management and Hotel Sales solutions for capturing group business and streamlining the event sourcing, planning and execution process, resulting in enterprise spend levels in excess of \$1 billion USD annually. Cendyn proudly serves over 30,000 clients in 143 countries from office locations in Boca Raton, Atlanta, Boston, Toronto, London and Singapore. For over 20 years they have delivered profitable revenue growth through innovative products and services. For more information on Cendyn, please call +1-800-760-8152 or visit <http://www.cendyn.com>.

 **CENDYN**
Hospitality Marketing Cloud™

An Integrated Technology Platform for
Driving Sales + Marketing Performance


CENDYN / ONE


CENDYN / EVENTS