

M3 Lays Foundation for Continued Innovation and Modernization in Hospitality Industry

Vital takeaways from M3's Partners' Meeting include streamlined technology and new product announcements

GWINNETT, Ga. (PRWEB) May 28, 2019

M3, the leading cloud-based financial platform in the hospitality industry, hosted hundreds of industry professionals for its 2019 Partners' Meeting, a bi-annual customer-focused event highlighting the future of hospitality technology. The event was first held during the company's early years and has grown significantly since then. It is offered free of charge to all of M3's current customers.

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Simplifying technology, the theme of this year's event, took center stage during interactive panel discussions, breakout sessions and keynote speeches, all of which focused on real-world issues facing today's hoteliers. From maximizing engagement with millennial employees to effectively utilizing M3's proprietary technology, attendees gained insight into how the company is streamlining and modernizing the way technology can boost hotels' bottom lines and communicate value to ownership.

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Keynote speaker Ralph Miller, president of Integrated Hospitality Management, Ltd., discussed the intricacies of international accounting procedures. In addition to his keynote speech, Miller shared timely insight throughout the event with guests who traveled from as far as India to attend.

During the event, M3 announced the launch of Insight, its new business intelligence platform. Replacing M3's current Operations Management product, Insight features powerful user-driven interactive dashboards, ad hoc reporting and robust analytics – all accessible from any location via a mobile app. This revolutionary platform helps collect and analyze data to support educated and strategic go-forward decisions.

“Data is incredibly important to our business, but we can't spend all day extracting it,” says Jeff Shockley, Vice President of Asset Management & Operations at Hotel Equities, one of Insight's first users. “With M3's Insight and its mobile app, we can quickly access and share a wide variety of property-specific data, saving us both time and money.”

“We continue to innovate relentlessly for our customers. This event gives us the opportunity to express our gratitude for their partnership and business and to share with them the cutting-edge innovations and integrations that M3 is working around the clock to deliver. Just as important is that we earnestly gather their feedback on where to go and what to do next with our software,” says Allen Read, President of M3.

To learn more about M3 or to request a demo, visit <http://www.m3as.com>.