

M3 Allows Independent Hotel Groups of All Sizes to Scale Internationally

InnVest Hotels grows Canadian portfolio with M3's customizable accounting and financial tools

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Today M3, the leading cloud-based financial and data management platform designed and delivered exclusively to the hospitality sector, announced the continued growth and expansion of one of its partners, InnVest Hotels, with the help of M3's accounting and financial solutions.

Based in Toronto, InnVest Hotels currently holds the largest independently owned and operated hotel portfolio in Canada. With 14 internationally recognized hotel brands spanning 86 properties, InnVest partnered with M3 earlier this year after learning about M3's flexible and efficient accounting management solutions.

"Our immediate attraction to M3 was how industry specific it is," said Chantal Nappert, InnVest's VP of Finance. "From the very first demo, we knew M3 could tailor to all of our hotels' accounting and financial needs and allow for seamless transitions as we continue to grow."

InnVest Hotels utilizes M3's entry point solution, Accounting Core, which is its monthly subscription-based ERP solution that provides robust accounting and financial reporting to more than half of the top hotel companies in the U.S.

The company has also implemented M3's new business intelligence platform, Insight. As a fully integrated self-service platform, Insight effortlessly compiles data from all M3 tools as well as the industry's most recognized data providers into a single dashboard, allowing hoteliers to make real decisions in real time.

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“Our development strategy is simply to make our customers’ lives easier by giving them what they want and staying one step ahead of their needs,” said Scott Watson, M3’s Chief Sales & Marketing Officer and Partner. “InnVest Hotels boasts a large portfolio with an aggressive growth plan that realizes our mission to contribute to their long-term success by providing them with an industry-specific scalable solution.”

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

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About M3

Built by hoteliers, exclusively for hoteliers, M3 is a powerful cloud-based financial platform and services company serving the hospitality industry that drives cost savings, revenue enhancement and business insight. With more than 20 years in business without increasing prices, M3 touts a 98 percent customer retention rate without contracts or agreements. Used by owners, operators and third-party managers, M3 is installed in nearly 6,000 hotels, spanning all brands and sizes. The platform works seamlessly with other key systems and tools in the hospitality industry and offers robust accounting and financial analysis across entire portfolios with optional operations and time management features. M3’s professional services team provides on-demand support for hotels of any size by offering a full range of customized accounting solutions to scale with a hotel’s needs. Privately held and employee owned, M3 also includes a proprietary hotel benchmarking index that combines data from a multitude of properties into a single accessible data set to compare hotels. For more information, visit <http://www.m3as.com>.

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