



ENTERPRISING HOSPITALITY



**M3 helps make  
hospitality  
companies  
successful through  
technology that  
drives financial  
performance.**

# M3 Quick Facts

1. Founded in **1998**
2. Privately held, **employee owned**
3. **Headquartered** in Gwinnett, GA with a training and operations center in Tampa, FL
4. 800+ hotelier, collection, and enterprise customers representing **5,500+ properties**
5. **12,000+ users** and 65,000 employees platform-wide
6. Over **40 industry partnerships and integrations** with PMS data, educational institutions, industry organizations, trade shows, and service providers

# Committed to **hospitality** company success

Here are five ways M3 is enterprising hospitality:



## Industry-Focused Solution

Created and developed by hoteliers, for hoteliers, M3 accounting and analytics is tailored to the product and service needs of hospitality businesses.



## Integrity-Built Company

M3 is employee-owned and family-oriented. That means a company wide personal commitment to do the right thing and invest in long-term relationships.



## Merit-Based Relationships

M3 makes entry low risk. You won't find onerous "lock-in" contracts, upgrade charges, and fee spikes. Our software and service earns loyalty through results.



## Functionally-Integrated Platform

Whether you choose all options or a focused subset, M3 technology integrates best-in-class accounting and analytics features into one seamless, cloud-based platform.



## Value-Added Support

M3 technology comes with training, support, and a client community that combine to turn software into a complete solution that drives hospitality company success.

# Technology that drives financial performance

M3 software is built by hoteliers, for hoteliers. It's intuitive, functionally integrated, fully supported, and configurable to the needs of your enterprise:



## Accounting Core

The entry point to the M3 platform, Accounting Core provides a set of 16+, easy-to-use modules that streamline accounting functions. Hotel owners, management teams and general managers have an accurate snapshot of financial performance across multiple properties.



## Operations Management

Provides easy-to-use back office web-based reporting technology, including dashboards displaying business intelligence, financial data and KPIs across all properties. Users will spend more time serving guests and motivating employees and less time compiling data, centralizing processing and creating reports.



## Time Management

Enables you to monitor daily labor costs with features like attendance tracking utilizing biometrics, and exclusive labor management reporting. You can design custom reports to manage hours and overtime. Oversee daily payroll transactions in real-time through PC and wall-mounted touch screens.



## HR Tools

Manage human resources and necessary employee tasks



## Payroll Tools

Complete back-office payroll in a single database technology.

# Modules and features at-a-glance



## Accounting Core

- ✓ Daily Report with PMS mapping
- ✓ Accounts Payable
- ✓ Document Imaging
- ✓ General Ledger
- ✓ Financial Reporting
- ✓ Check Writer
- ✓ Cash Management
- ✓ Budget
- ✓ Forecast
- ✓ Construction Cost Tracking
- ✓ User Security
- ✓ Report Writer
- ✓ Use Tax
- ✓ 1099 and 1096
- ✓ Import / Export



## Operations Management

- ✓ Daily Report and PMS
- ✓ STR
- ✓ Guest Satisfaction Surveys
- ✓ Financials
- ✓ Graphs
- ✓ Trends
- ✓ Variances
- ✓ Dashboards
- ✓ Operating Budgets
- ✓ Forecasting
- ✓ Labor Management
- ✓ Financial Benchmarking



## Time Management

- ✓ Associate Earnings Collection
- ✓ Time management
- ✓ Payroll Preparation
- ✓ Employee self-service
- ✓ Custom rules
- ✓ Labor Management
- ✓ Daily monitoring
- ✓ Custom reporting
- ✓ Performance tracking
- ✓ Security definitions

# The M3 **bottom line**

M3 customers document measurable impact to three key performance indicators:



## Cost Savings

Generate operational cost savings like eliminating hosted IT infrastructure and software purchase/maintenance fees, and reduced overhead.



## Revenue Enhancement

Maximize revenue by analyzing and optimizing sell-out efficiencies. Amplify asset financial performance through peer and “like property” analysis.



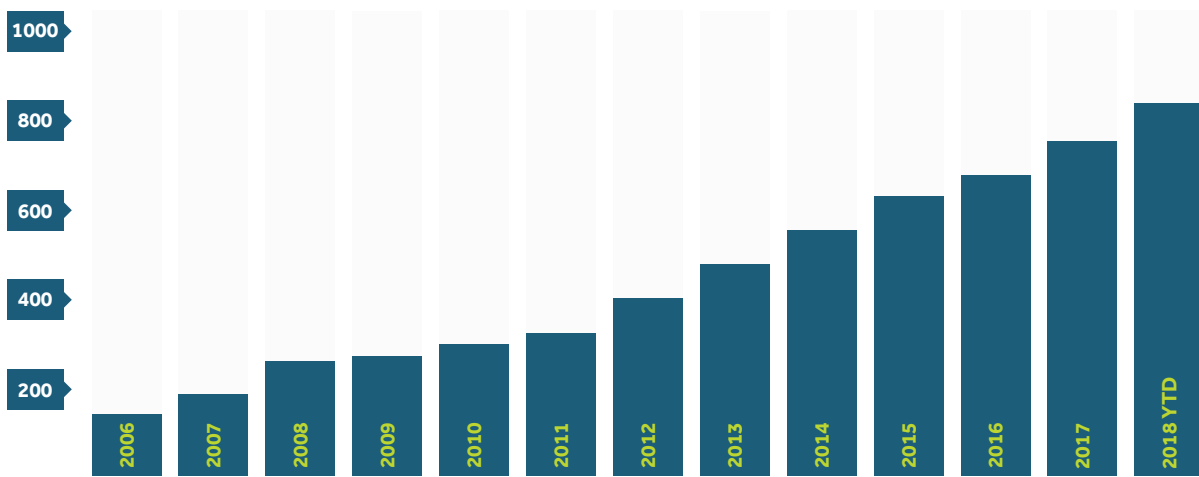
## Business Insight

Use in-depth analysis of industry trends, standard operating costs, and expenses, department labor, and other insights from our Hotel Benchmarking Index (HBI) to make fact-based comparisons that improve your business.

The M3 Hotel Benchmarking Index (HBI)

Developed in partnership with the University of South Florida, HBI combines 3,500+ properties into a single, accessible data set of comparable hotels unlike anything available elsewhere.

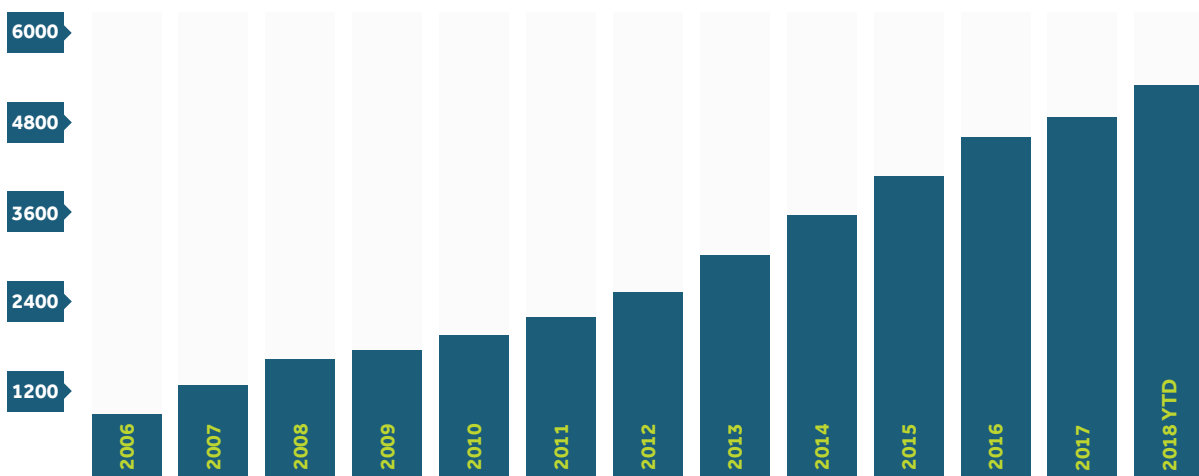
# Customer loyalty that drives platform growth



Overall Customer Growth



**98.6%** customer retention rate means continuous growth and improvements to M3's platform.



Overall Property Growth



# What **M3** customers say

"M3 helped us turn our IT Department from a cost center into a **profit center**."

**Stephen Hahn** Vice President of Corporate Services  
Coakley & Williams Hotel Management Company

"On a scale of 1-10, **it's a 10**. The integration into Marriott and Hilton's PMS systems, into the guest tracking, all of those are so vital, plus the roll-up report that consolidates everything... and the products are continuously improved upon."

**Glenn Pedersen** President  
Encore Hospitality

"The components of the M3 system are **fully integrated**, reducing or eliminating redundant tasks and limiting our need to invest in future technology upgrades."

**Beau Benton** President  
LBA Hospitality

"By using this product, we have been able to reduce accounting labor by over **8,000 hours annually**."

**Jack Fritsche** Senior VP & CFO  
Donohoe Hospitality Services, LLC

CONTACT US

# To learn more about M3, contact:

Tom Bradberry



Regional Vice President, Sales

📞 850.217.2927  
✉️ tom.bradberry@M3AS.com

Kristy Ingram



Regional & Inside Sales

📞 770.531.3745  
✉️ kristy.ingram@M3as.com

Jon Harden



Regional Sales Executive

📞 770.297.3350  
✉️ jon.harden@M3as.com

Matt Hughes



Regional Sales Executive

📞 770.531.3740  
✉️ matt.hughes@M3as.com

Veronica Jackson



Regional Sales Executive

📞 770.297.2372  
✉️ veronica.jackson@M3as.com

Jeff Kjosa



Regional Sales Executive

📞 770.297.3340  
✉️ jeff.kjosa@M3as.com