



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. 940+ hotelier, collection, and enterprise customers representing **6,500+ properties**
5. **12,000+ users** and 65,000 employees platform-wide
6. Over **100 industry partnerships and integrations** with PMS data, POS 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, or 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 is 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.

Insight



Insight allows hoteliers, from corporate to property, to better visualize and utilize data from multiple systems. This self-service BI tool centralizes all key performance indicators (KPI's) and M3 data points to provide business insight at-a-glance. Dashboards, easily configured visuals, scheduled reports, workflow, pulse alerts to any device and more are inherent with Insight. Insight provides optimized business intelligence thru simplifying the delivery of complex data.

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



Insight

- ✓ Daily Report and PMS
- ✓ STR
- ✓ Guest Satisfaction Surveys
- ✓ Financials
- ✓ Pulse Alerts
- ✓ 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

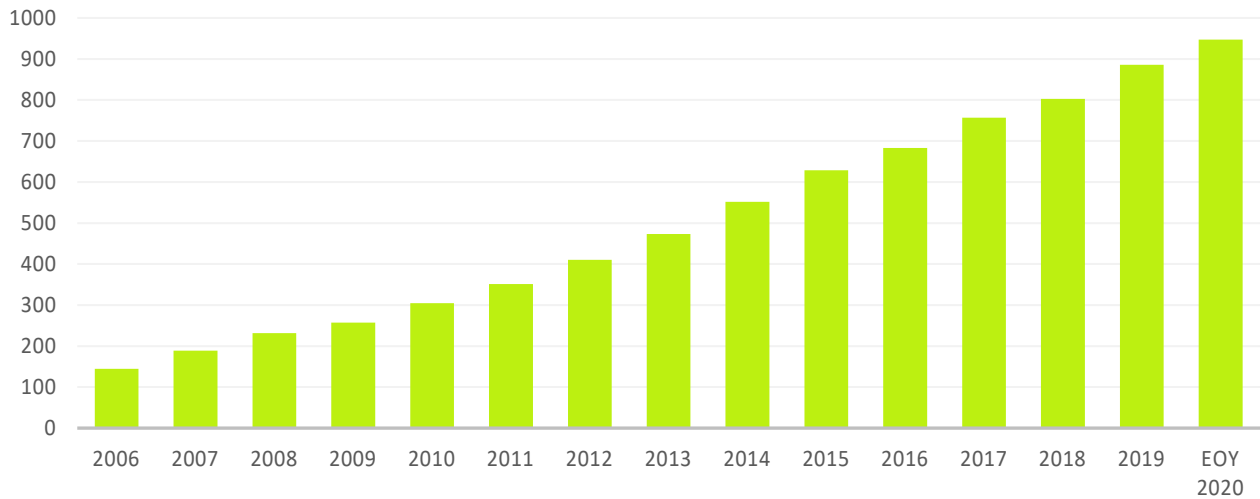
Use in-depth analysis of industry trends, standard operating costs and expenses, department labor, and other insights from our Hotel Benchmarking Index (HBI) to make fact-based comparisons that improve your business.

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.

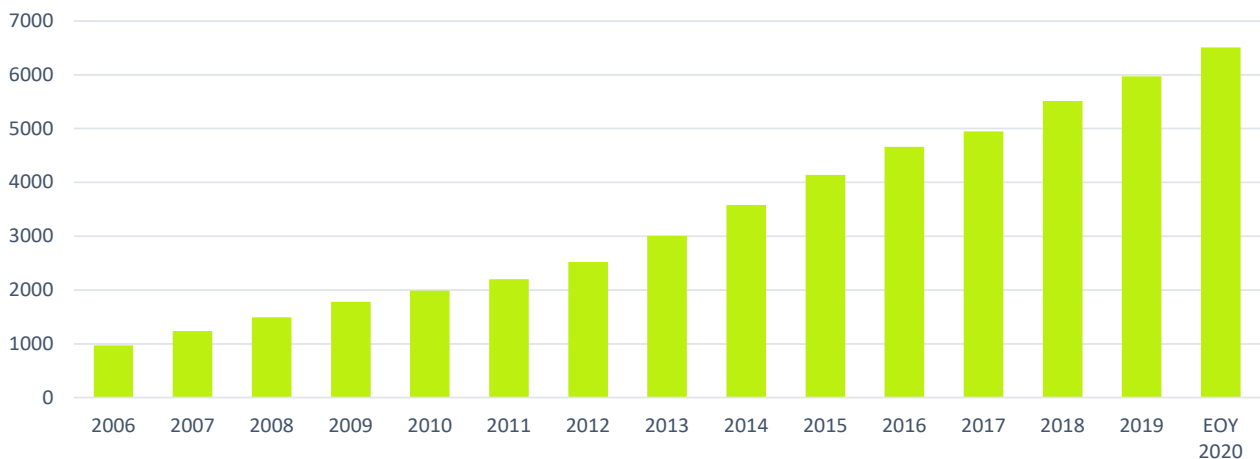
Customer loyalty that drives platform growth

Overall Customer Growth



93% customer retention rate means continuous growth and improvements to M3's platform.

Overall Property Growth



What **M3** customers say

"From a strategic level, we are able to save 10-15% off our total accounting costs for hotels where we use M3. The fact that we're able to save money while providing a greater product for our customers is a huge benefit to the owners

Tom Anderson Senior Vice President of Hotel Finances and Accounting
Pyramid Hotel Group

"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

"M3 gives us a significant **advantage** over our competition by enabling us to see all our hotels in real time, which has improved our efficiency and increased our profits."

Graydon Pearson President & CEO
In-Group Hospitality

"Now, almost twenty years later, I can still say with confidence it remains one of the **best long-term investments** the business has made. After all these years, M3 has allowed us to maintain a forward-thinking approach to financial operations, backed up by a team of former hoteliers who work and think like we do."

Carlos Melgar VP of Finance
Hotel Equities

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