

## Destination 3000™

### Clients include:

Orlando/Orange County  
Convention and Visitors Bureau

Greater Greenville, SC  
Convention and Visitors Bureau

Seattle Convention and Visitors Bureau

Fort Wayne/Allen County  
Convention and Visitors Bureau

Chicago  
Convention and Tourism Bureau

Oak Park, IL  
Convention and Visitors Bureau

Atlantic City  
Convention and Visitors Authority

Cincinnati Convention and Visitors Bureau

Greater Phoenix  
Convention and Visitors Bureau

Tourism Calgary

Outer Banks Visitors Bureau

Denver Metro  
Convention and Visitors Bureau

Kansas City  
Convention and Visitors Association

Durham Convention and Visitors Bureau

Jacksonville and the Beaches  
Convention and Visitors Bureau

Lake Tahoe Visitors Authority

New Orleans Metropolitan  
Convention and Visitors Bureau

Greater Louisville  
Convention and Visitors Bureau

VISIT Milwaukee

Newport County  
Convention and Visitors Bureau

Palm Beach County  
Convention and Visitors Bureau

Providence/Warwick  
Convention and Visitors Bureau

Saginaw County  
Convention and Visitors Bureau

Greater Miami  
Convention and Visitors Bureau

Albany, GA  
Convention and Visitors Bureau

Washington DC  
Convention and Tourism Corporation



# Destination3000™

## ABOUT SMI

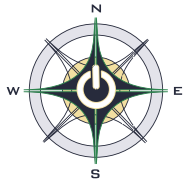
**Software Management, Inc.** (SMI) delivers powerful, affordable and customizable sales, marketing and customer relationship management solutions that are designed “from the ground up” for destination marketing organizations. In business for over 20 years, SMI is an established and experienced technology provider.

Our client list includes destinations of all sizes and operating budgets, with customers ranging in size from over 100 employees to some with just one or two full time staff. This versatile customer base demonstrates the flexibility and affordability of our solutions, putting Destination 3000™ within the means of any destination that wants to realize the power of true and complete sales and customer relationship automation.



## OUR SOLUTIONS

These flexible, cutting-edge technology tools can be tailored to meet your specific business needs and are available as traditional software or as a hosted solution.



**Destination3000™**  
PROFESSIONAL

Destination 3000™ Professional is a comprehensive application with unique tools to support every department of your organization. The modules are seamlessly integrated allowing for cross-departmental teamwork and a flawless flow of critical communication.

Each of these individual modules is supported by a powerful, centralized contact management system, a robust reporting suite and complete integration to online marketing tools.

### A Flawless Flow Of Critical Communication

Convention/Meeting Sales Management

Convention Services Tracking

Membership/Industry Partner Management

Calendar of Events

Publication Content Management

Media Relations/Communications

Visitor Inquiry and Fulfillment

Travel Industry Marketing/Group Tourism Planner

PROFESSIONAL

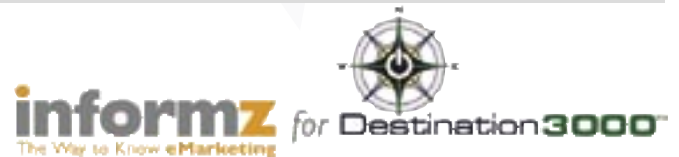


**Destination3000™**  
WEB SOLUTIONS

The Destination 3000™ Web Solutions set is a portfolio of web applications designed to fully integrate Destination 3000™ Professional content with your web site and provide for real-time processing of online leads and information requests.

- Member/Partner Directories
- Member/Partner Extranet-Online Sales Lead Manager, Publication Content Update Tool, Profile Manager and Event Calendar and Special Offer Manager
- Meeting Planner Request for Proposal
- Convention Calendar
- Media Room including online registration and searchable photo library
- Meeting Planner Extranet with online access to hotel proposals
- Visitor/Consumer Registration & Information Request
- Calendar of Events

WEB SOLUTIONS



**informz** for Destination3000™  
The Way to Know eMarketing

This innovative suite of e-marketing tools supports and enhances your use of Destination 3000™ to manage your sales process, customer relations and marketing programs.

Informz allows Destination 3000™ users to leverage the value of the content and contacts in Destination 3000™ to produce intelligent mass email campaigns and get real-time reporting metrics. Users create highly targeted, personalized emails using data from Destination 3000™. It allows users to select recipients and tailor messages to specified market segments, geographic locations and customer profile history based on the data. The system tracks email delivery statistics, including opens, click-thrus, undeliverable emails and unsubscribe information, all also viewable in Destination 3000™.

- Integrated Email Marketing
- Event and Registration Management
- Survey Manager
- Online Fundraising
- Conversion Tracking

INFORMZ

## OUR PROCESS



We approach each client implementation armed with the expertise that comes from a proven track record of industry success. SMI keeps the client informed of the project timeline via regular updates and provides online access to monitor the data conversion, web development and custom configuration process.

### **During the migration process our services include:**

- Technology Consulting and Advisement
- Data Conversion
- System Customization and Configuration
- Web Development and Integration
- Comprehensive classroom and online training programs

## AFTER THE IMPLEMENTATION



A reliable, intelligent support system is critical to support your organization's on-going use of any technology solution. SMI has a fully staffed telephone and web-based support system at your disposal. Your users can call with questions, requests or if they simply need advisement from our staff. Our Destination 3000™ application also includes a fully integrated, searchable help index.

Our Client Conference provides an annual educational and networking opportunity for our customers to maximize their investment in Destination 3000™ and their partnership with SMI. This educational event attracts Destination 3000™ users representing all departments and user levels within a destination marketing organization. The content is rich with educational opportunities, real world client experiences and open-forum discussion.

## RESEARCH AND DEVELOPMENT



SMI maintains an active research and development program and has important patents pending in the USA, Canada and Europe. For this patent work, SMI founder and inventor Paul Franke was designated by MeetingNews as one of "The 25 Most Influential People In the Meetings Industry".

### **Destination Industry Support**

We are devoted to the continued success of the

destination industry. In addition to providing our customers with the technology tools they need to be achieve their goals, SMI also is honored to be the Inaugural Allied Member of Destination Marketing Association International (DMAI) and to serve on DMAI's Business Partner Advisory Council. In addition to this important work with DMAI, SMI manages the web site for the Association of Convention Marketing Executives (ACME).



# Software Management, Inc.

*Technology for the Destination, Event Venue, & Conventions Industry*

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