

Awards

TrackResults



ARDA★AWARDS

TrackResults

Customer-Facing Team



Drew Reynolds
Co-Founder
&
Chief Sales Officer



Sean Nickerson
Co-Founder
&
Chief Marketing Officer



Todd Rodgers
Co-Founder



Ryan Williams
Vice President
Business Development



Jesus Betanzos
Dir. Business Development
Latin America



TrackResults Software has been Nominated for ARDA's ACE Innovator Award

TrackResults Software was nominated for an ARDY: ACE Innovator award. The winner will be announced April 4, 2012

BriefingWire.com, 1/19/2012 - TrackResults Software is a company that provides pre-built online "do it yourself" analytical tools. TrackResults specializes in providing Business Intelligence to the vacation ownership industry. They have been nominated for American Resort Development Association's (ARDA) ACE Innovator Award. ACE stands for "ARDA Circle of Excellence" and this category of awards is reserved for individuals or companies that have proven their excellence, or who have worked to improve the resort industry. The winners of each category will be announced at the ARDA Awards Gala on Wednesday, April 4, 2012. The Awards Gala will be held at the Venetian Resort Hotel & Casino in Las Vegas, NV.

Sean Nickerson, co-founder of TrackResults, had this to say about being nominated: "ARDA describes an ACE award to be reserved for companies that have proven their excellence. It's an honor to even be considered for the ARDY ACE Innovator Award. Our team has worked very hard over the years to create an industry-changing solution for common problems; pioneering the way for Business Intelligence in the Vacation Ownership Industry. The whole TrackResults team would be very excited to win an ARDY because we know that ARDA sets the industry standard, and we would be honored to receive to such a prestigious award."

The winners of each category will be determined by the ARDA Awards Committee. The committee is determined to recognize outstanding individuals and companies within the Timeshare Industry by fair evaluation of each nominee and their achievements. The ARDA Awards Committee is a group of volunteers that are willing to give up their personal time for the betterment of the industry. The judges for the ACE categories are selected from outside of the timeshare industry.

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Business Intelligence, Sales Reporting and Digital Manifesting, it is accessible via any web-browser, or web enabled device. The TrackResults Software SaaS platform is the first, and only, Business Intelligence Software for Timeshare and Travel Clubs. It is trusted by over 60 sales forces in the vacation ownership industry across North America. TrackResults Software is a member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers and The Utah Technology Council.

For more information, press only:

Sean Nickerson 888-819-4807, press@trackresults.net





TrackResults Software ACE Innovator Award Submission

The Need for the Innovation... “Waiting”

In today’s business world, if you aren’t growing and progressing, you might as well be moving backward. This holds especially true to the vacation-ownership industry. That’s why it is so imperative for companies in our business realm to work hard at achieving growth and increased revenue. But working hard isn’t enough; we have to work smart. The late Peter Drucker, a heavy influencer in the foundations of modern business, once said: “Work implies not only that somebody is supposed to do the job, but also accountability, a deadline, and finally, the measurement of results.” After all, how can you improve on something that isn’t measured? And how can you measure something that isn’t tracked?

Not a single CEO, Vice President, or manager would tell you that going with his or her gut is the best way to make business decisions. But unfortunately, the gut method has been a long trend in timeshare and vacation industries. Fast, effective, fact-based, decision-making resources have largely been unavailable to our industry and many others; and the lack of proficient managerial tools has hindered speedy business progress.

Even if a business already has a business-analytics tool in place, if it’s not TrackResults, they’ll be forced to play a frustrating waiting game. Traditional forms of data analytics are about as efficient as snail mail is compared to email. (TrackResults would be the email in this case.)



Imagine this: A group of executives gather for a meeting to discuss important matters directly affecting the growth of their business. A discussion topic requiring supporting data to make a decision arises. Traditionally, the executives task their business analyst, if they have one. Then the analyst has to contact an engineer, otherwise known as IT. The engineer has to find out what data has been captured and collected that supports the idea. Next the engineer needs to build the requested report in a way that visualizes the information the analyst and executives are waiting for. Since executives and analysts rarely speak the same language as engineers, they can only hope the report reflects the data they're seeking. Unfortunately, this report won't materialize before the meeting is over, or even in a couple hours.

The point is this: traditional forms of data mining and business intelligence involve business analysts and engineers before any sense can even be made of the data collected. What's more, it takes both teams to build, decipher, and deliver reports that reflect the data in a discernable way. The report workflow involves so many people and so much time that it's likely the opportunity to act has already passed by the time the executives get any report back to support it. Meanwhile, they'll **WAIT** and stew over how long it takes to get what they need to make important decisions.

Now imagine that the same group of executives meets to discuss trends they are managing together. Topics that need data to craft an informed strategy are quickly addressed with everyone logged into TrackResults. The data is accessed in real time, with each concept tested in detail immediately. The discussion is led to a data-supported and logical conclusion. With



TrackResults integrated with all relevant systems, users are provided with the data that relates to their job, with as much filtering as needed, and all in just seconds. Results are displayed at will by any authorized user—eliminating the negative effects of lost time and specialized engineering teams. No other business product provides such a comprehensive resource.

TrackResults software provides timeshare and vacation-ownership companies an intuitive, user-friendly and affordable analytics software suite that gathers data and puts fast, custom reporting in the hands of those who need it. This enables easy, time-sensitive, and vital decision-making. As a result, even non-technical users make sense of their data in minutes. With TrackResults's capabilities in the hands of non-technical decision makers, data can be quickly and efficiently accessed—enabling fact-based responses. There're no more hunches or going with your gut, no more waiting for answers. Our software is an innovation that directly affects strategy for the growth and progress of all timeshare and vacation-ownership company users.

After all, companies need to be able to track what they do and how it affects their business in order to grow. Without a visualization of business impact, you might as well be shooting in the dark at a moving target, which provides very little opportunity to advance. TrackResults allows companies to shed light on all the data associated with their business, make sense of it, and greatly progress because of it. With TrackResults, it becomes easy for a company to increase productivity, all the way from CEO to sales representative. With each identified user having access to the data they need when they need it, trends and patterns can be easily identified,



tracked, and improved. Crucial decisions occur quicker and improvement is the inevitable result.

TrackResults software has allowed our customers' operations, strategy, and growth to move from adequate to amazing!

The Nature of the Innovation

How do I determine the pattern of past success and use it to produce a pattern for future success? It's a good question, isn't it? But this question and its accompanying answer can be a very hard thing to pin down if you're using what everyone else is using.

Think about it. Of all the reports a company generates, of all the data it keeps track of, how does a business use these resources of information to better its processes for the future? Well, as mentioned in the first section of this submission, they usually hire a team of business analysts and engineers. This is how it works when you're stuck using the traditional forms of data mining and business intelligence.

However, take a look around the world of vacation ownership companies, and you'll find very few if any business analysts and engineers working together to assimilate and translate reports for the executives of a big company. No, the majority of the executives working in our industry are non-technological sales people, CEOs, CFOs, and the like. So what are these individuals



going to do when they need data to support decisions they need to make on the go? Well, if they don't have what we offer, they're going to have to wait or go with their gut again.

TrackResults solves this problem by offering an out-of-the-box solution that integrates with any company's current technology and data system—requiring no customization and no engineering to make use of its full potential. Any user can be quickly trained on how the software works, which will quickly make them an expert on all the data related to what they do. A good example for the layman as to how TrackResults differs from its competitors is the comparison that can be made between Excel and PowerPoint.

When you think of Excel, perhaps the first thing that comes to mind is spreadsheets. Most of us can open Excel and make a spreadsheet. We can familiarize ourselves with some very basic functions and put out a simple table that serves some small purpose. Yet, as we get further into the workings of the software, we will find ourselves hitting roadblocks left and right. The simple truth is that unless you're an expert at Excel, and it takes a lot to become one, then you aren't going to get much out of it.

Contrast this example to the common user's experience with PowerPoint, and the story is very different. PowerPoint is a good example of intuitive, user-friendly software. Anyone can sit down at their computer and learn to use PowerPoint efficiently in very little time. They can utilize templates, backgrounds, font styles, and animations all at the click of a button.



Now, as this relates to business-intelligence software, our competitors, including custom inhouse systems, are like Excel (and often are Excel) but we are PowerPoint. Our competitors' solutions take someone extensively trained in processing information through commands, functions, and protocols. These are the people we refer to as engineers. But then, even after these engineers have gathered the information, they won't really know what to make of it. That takes a business analyst.

However, TrackResults takes all that legwork out of the equation. Anyone, from CEO to sales rep, can access data and reports from our software and have it all visible and discernable in seconds. The speed at which our software can deliver results is another very distinctive and innovative characteristic of its benefits.

The Impact of Innovation

The greatest impact of TrackResults software, although important, is not the ability it gives the user to measure the results of their business in a meaningful way. This, of course, fosters tracking, accountability, and improvement. It's also not the improvement that companies show on their bottom lines. The true impact is what people have done with it. The software is being used in ways we didn't intend and makes significant improvements in the lives and careers of its users. Low-level sales and marketing reps are using the software to compete with each other through gamification; others pinpoint training direction, mitigating cancellations of new purchasers and defaults on owners dues and fees—along with building customer history records on returns, improving the probability of sales on a return.



Here are some of the things our peers have said when first introduced to our analytics:

“I’ve never seen anything like it.”

Jeff Slezick, VP Sales, Welk Resorts

“I have been to this conference for 3 days, and seeing this made it worth it. Now, we can have theoretical conversation backed up back facts.”

Ira Kristol, VP Sales and Marketing, Welk Resorts

“Wow!”

Mo Kelly, CIO, TAN

“This is phenomenal!”

Scott – Skyline Vacation Club 10/6/14

Provided with this narrative are a few screen shots of the new data visulation aids and the instant reporting that inspired the above comments.

The insights TrackResults software has allowed for our customers, and the decision-makers who run the operations, has enabled them to move from adequate to amazing! All of the sales centers in the industry using this software already had pre-existing solutions in place before deciding to go with TrackResults, and they had one thing in common: they did so based on what



they could do with their business by using TrackResults. To further support what we know as a front-runner in the category of ACE Innovator, we once again invite you to view the screen shots of the user-friendly reports produced with this innovative software and the testimonial letters supporting the nomination.

Thank you for your consideration.





October 13, 2010

To whom it may concern,

The following is a testimonial of just a few examples, out of the many improvements we've been able to achieve, during our first year of using TrackResults as our business intelligence software for our Sales and Marketing departments:

- **In Puerto Peñasco:** We reorganized the sales team structure based on the Sales Efficiency Report, grouped by Sales Reps, filtered by Closers. We created SmartTEAMS using the most effective liner-closers combinations.

We identified that certain gifts were resulting in a low show %. Changing the gift resulted in an increase in tours from existing locations and higher sales volume.

- **In Acapulco:** We reorganized the sales line and improved the sales efficiency by identifying which reps are best with owners, outhouse tours or RCI exchange tours. Thereby assigning certain tours to the most effective reps for that demographic.
- **In Nuevo Vallarta:** We increased the members line efficiency by creating a SmartLINE, matching the best sales reps according to the marketing notes. Our in-house promoters communicate with the managers through TrackResults, all past member experiences. (presentations attended, dominant buying motives, landmines to avoid, etc.)

We identified the best days to tour members by running a Sales Efficiency Report grouped by Days of the Week. The changes made based on that information increased VPG by over a \$1,600, by directing member tours to Sundays to Thursdays instead of underperforming Saturdays.

- **In Mazatlan:** By running a Sales Efficiency Report, grouped by Tour Times, we improved the efficiency of the Outhouse Marketing Locations. We relocated OPCs and identified the best tour times, this allowed us to set effective bonus policies for the OPCs which ultimately increased sales efficiency.



Page 1 of 2



THE GRAND MAYAN



- **In Cancun:** We made adjustments to our marketing locations by running a Marketing Efficiency Report, grouped by Hotels, identifying the best locations for the outhouse team to successfully produce better tours.

We also use TrackResults to overcome tour complaints from our sales reps and to correct their perceptions of the reality of tour effectiveness, by running reports on guest types and other tour criteria.

- **In Cabo:** We prepare our daily sales strategy by implementing Sniper Teams, based on the premanifest information (marketing notes, hotels, timeshare owners, RCI, members, non-members, etc).
- **Marketing Outhouse:** In our nationwide Outhouse marketing, we increased the sales production by an aggregate 10% across all plazas, due to the communication abilities with the sales floor using the premanifest and by having tour results in real time.

We use the efficiency reports as a decision support system in order to better allocate the marketing budget in locations, programs, promoters and supervisors.

Our outhouse marketing has increased the show % and decreased the NQ% in all plazas by improving training sessions while reviewing real time reports. Both local marketing directors and supervisors are dialed in with the use of TrackResults to improve their team's productivity.

We feel that 75% of the improvement in their OPCs attitude, is due to knowing their tour results in real time. This motivating factor results in more and better bookings during the next 24 hrs. In the past, the delay of results would result in a poor attitude and even sabotaging the productivity.

We use TrackResults all year round as an essential tool in monitoring, approaching and achieving our marketing yearly goals, serving as a permanent motivator during our day to day management.

We gladly recommend TrackResults as our decision support software, which we are sure will set the standard with its technology, service and innovation, as the most effective sales and marketing solution for the vacation industry.



Brian Ehman
International Sales Director





GLOBAL TRAVEL NETWORK

125 W. 2700 S. SALT LAKE CITY, UT 84115-3014

PHONE: 888-495-6074

January 8th, 2015

To whom it may concern:

On behalf of Global Travel Network I am pleased to offer this letter of recommendation for TrackResults Software and their work in providing a tool that has helped us manage our business in tremendous ways.

One of the best characteristics of TrackResults's software is how easy it is to use. As National Sales Director, I use the software extensively, multiple times a day, and I can say that it never took extensive training or customization for me to be able to harness its capabilities. It's so very intuitive that I was able to pick up on it quickly and start making use of it in a very short period of time.

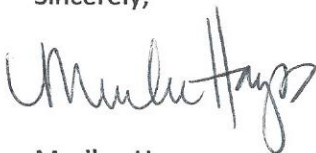
What's more, with TrackResults, I have the ability to run any sort of report I need, whether it's small and simple or large and complex. I can dive deep or scratch the surface from many different angles. For me, this ability is extremely innovative.

Since TrackResults is web-based and live, I have instant access to whatever's going on anywhere in our company, and at a moment's notice. I can see what's been happening all across our organization. I can view people's mindsets with TrackResults; I can see sales notes, marketing notes, call center notes, and much more all without even having to pick up a phone. I've never seen so much transparency and accountability in our company. It's made all the difference in the world.

In addition to all of this, TrackResults has allowed me the ability to enable greater progress in our sales organization. I can view trends and traits associated with successful sales reps on many different levels and use this information to make better sales-related decisions. Conversely, I can also see what's holding back an unsuccessful sales rep and use the information to help enact the needed changes for success.

TrackResults has been so worthwhile to our company that I can't imagine doing business without it.

Sincerely,



Merilee Hayes
National Sales Director,
Global Travel Network



January 15, 2011

To whom it may concern:

We are pleased to extend this recommendation letter, regarding our implementation experience with TrackResults.

Implementation was quite simple and non intrusive with the regular tasks of our staff. It took only three days to turn it on and to train everyone involved, including Out-house and In-House promoters, check in hostesses, sales reps and managers, contracts staff and executives. It's intuitive and user friendly interface makes it easy to learn, and it is also easy to create and save reports on the fly.

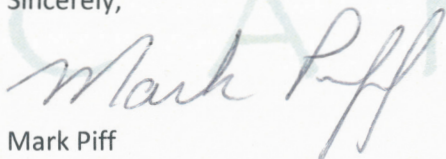
We are also very pleased with the high quality of their customer service. Whenever anyone in our company needs assistance, we can always call or text Jesus on his cell phone at any time of the day, and any questions or any new situation gets resolved within minutes.

During the first two months of usage, we have been able to pinpoint the trends of our sales force and our marketing teams. By analyzing our operation from so many different angles, we have been able to make changes where otherwise, we would have not been aware of, in such an immediate manner.

The communication platform with the marketing notes and the sales notes, have become extremely helpful, especially with In-house tours, where our sales room can get a feeling of the tour's disposition, likes and dislikes, and their current experience with the resort, before they even meet the sales reps.

In summary, we have verified that TrackResults is worth every penny of our initial investment, and look forward to continue getting more productivity out of it, as we keep tweaking our marketing and sales performance with the help of its unique dynamic reports and paperless analytics.

Sincerely,



Mark Piff
Sales Director
Villa del Palmar Cancun



TrackResults Receives Industry's Highest Honor: ACE Innovator Award For A Small Business At ARDA World Global Timeshare Event

May 7, 2015



TrackResults received the ARDA Circle of Excellence (ACE) Innovator Award for a Small Business at the ARDA Awards Gala on April 15. The ACE Innovator award represents the highest level of achievement and recognition within the timeshare industry.

TrackResults was chosen for this prestigious award because of their pioneering approach to business analytics. Very few companies have been selected for this top honor, so by winning this award TrackResults joins a select few outstanding companies in the ARDA Circle of Excellence, such as RCI, Interval international,

and Wyndham Vacation Ownership to name a few.

TrackResults.com delivers a unique software that integrates with a company's current technology data systems—allowing over 80 industry partners and those running operations in the business to gain access to integral data and information they need to make decisions for continual improvement in their company's growth and stability. According Don Harrill, CEO of Holiday Inn Club Vacations, "this is innovation to the leading edge."

Accepting the award was TrackResults's Sean Nickerson, and Drew Reynolds—both cofounders of the company. "This award is indeed a great honor" Nickerson said. "We set out to contribute a new and original approach—giving our partner resorts and those developers access to their data silos in a way far simpler than anyone else, and that's an unprecedented move in this industry and in the world of business intelligence as a whole."

The ARDA Awards program is used to honor those who have attained the highest level of excellence in the resort space. The ARDA Circle of Excellence categories represent the top tier of those awards, and are judged by a panel of industry business leaders that have no conflict of interest in the outcome.



More About Track Results

TrackResults Software is a Utah based software company that offers business-intelligence solutions for the vacation industry. The company's mission is to provide powerful tools for decision makers to access reports, identify trends, opportunities, challenges, and actionable information in order to boost business performance. The software also delivers users a uniquely fast, customizable view of figures right when you need them. TrackResults Software is a Chairman's League Member of American Resort Development Association, a member of the Resort Development Organization, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDETUR, and The Utah Technology Council. More information about the company is available at <http://www.trackresults.com>

Watch the video here: <https://youtu.be/OVAI8gulUrA>



TrackResults

GNEX Product Development Award Submission

The Product

TrackResults Software is known in the timeshare industry for providing instant analytics with insights delivered in real time. TrackResults provides dashboards and analytics to aid fact-based decision-making in the vacation ownership arena.

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Business Intelligence, Sales Reporting and Digital Manifesting, it is accessible via any web-browser or web enabled device. **The TrackResults Software SaaS platform is the first, and only, Business Intelligence Software for Timeshare and Travel Clubs.** It is trusted by over 250 sales forces in the vacation ownership industry worldwide. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDETUR and The Utah Technology Council.

Necessity is the Mother of Invention: *The history of product development*

Two young marketers were in the throes of delivering qualified tours to sales departments in highly competitive mountain resorts. They and the project director for whom they were generating tours were faced with a dilemma: How could they ensure that marketing and sales forces remain ever vigilant and constantly innovate tactics to remain effective? They figured it out for themselves and decided to offer their new-found expertise to others, opening a window into a whole new dimension: What and who is being effective? Through boots on the ground knowledge and steadfast software development, TrackResults Founding Partners Sean Nickerson, Drew Reynolds and Todd Rodgers became successful sons of the Mother of Invention when they **created an ever flexible model for monitoring emerging patterns to allow for forecasting and making intelligent business decisions.**



Sean, Drew and Todd used their youthful energy to its best advantage. Staying up late, brainstorming ideas, testing technology and setting a course to make TrackResults Software the most comprehensive dynamic BI solution on the market today. With TrackResults Sean, Drew and Todd were able to run endless reports on data, learn what campaigns and efforts were working and what needed tweaking all in real time. Consequently now so too can their more than 250 sales center clients around the world. Those clients know that when they track results with TrackResults, they are always looking at the most recent data. This means they can make accurate decisions on a dime, maintain the highest efficiency, and avoid costly mistakes.

At first the software was designed only to support their own sales and marketing team's efforts. It has evolved to become more sophisticated and profitable both to them and their clients. The owner and director of operations of World United (Gurnee, IL) says the decision to go with TrackResults was based primarily on referrals from colleagues in the travel business who said “**TrackResults is the best reporting software in the business.** And it seems absolutely true.”

How do they help their clients make money? Save time? Make intelligent decisions? At the core is only one of the important aspects: copyrighted Intelligent Manifest ©--Tomorrow's Manifest Today. **The essence of this front line component of the TrackResults offering are simple, yet revolutionary:**

- Website displays real-time status of all tours on the manifest to managers only;
- They know the tour flow before arrival at the Sales Center. If something is “off,” they know it immediately and can deal with the challenge at that very moment;
- All Manifests and Sales results are viewable from any web-enabled device.
- The real time manifests provide our generators instant Qualified, Non-Qualified, or “No Shows” results for immediate follow-up and rescheduling; this equates to higher tour flow.
- It allows the check-in desk the credibility of being technologically current.
- Avoids the hassles and expense of fax, email and phone-tag which amounts to reduced administrative costs.



How did TrackResults evolve from simple manifesting to big data analytics?

- **2005:** TrackResults launches in the Cloud—outpacing even the most forward thinking software providers in the industry.
- **2009:** TrackResults for Timeshares is tested in a confidential series of case studies documenting a \$2500 VPG increase on 16,000 tours.
- **2010:** The VLO analytics module leads to a 20% reduction in cancellation and rescission.
- **2011:** TrackResults shifts from focusing on report building to true real time big data analytics. Once again it outpaces every other player in the industry.
- **2012:** Robust TrackResults software API connects seamlessly to most major software brands in the industry as well as most proprietary systems, allowing the TrackResults analytical engine to analyze any amount of data. From sales and marketing, finance to costumer surveys results to talent acquisition and retention efforts—all areas can be reviewed for comprehensive efficiency and decision making.
- **2013:** Today, clients are connecting TrackResults Software to their existing databases and analyzing decades of customer buying habits in minutes instead of weeks, or months. Now any size developer is empowered with extraordinary big data analytics which in the past were reserved only for the much larger entities.



Perspective Magazine awards GNEX 2014.

Best Product Development Award.



The TrackResults team traveled to Sarasota Florida the week of Feb 9th to attend the GNEX 2014: Timeshare Leaders Conference – The Global Meeting of Minds. Their days were spent in meetings with other industry leaders, and participating in great sessions geared towards brainstorming better ideas for our industry as a whole.

The team was presented the award for “Best Product Development” at the Perspective Magazine Awards Gala Dinner. The judges were particularly impressed with

TrackResults as a simple to use, sophisticated tool for resort developers. This is an exciting win for TrackResults as it highlights the dedication and development that went into upgrading the software over the past year.

Perspective Magazine awards presented at GNEX 2014 were chosen through independent judges analysis (80%) and online voting from industry peers, managers and executives (20%). The award was presented at GNEX 2014: Timeshare Leaders Conference – The Global Meeting of Minds. This year the annual event at the Sarasota, Florida Ritz Carlton was attended by more than 106 vacation ownership companies.





Perspective Magazine Best Business Product Award Nomination Submission

If there's one thing that keeps a business and sales group from hitting their mark and reaching new heights, it's a failure to improve upon consistent, understood trends that influence the bottom line. Herein lays the essence of business intelligence, a vital role in the growth and progress of any business—and one that has sadly been lacking in the timeshare industry.

A Business Product for the World of Vacation Ownership

How do I determine the pattern of past success and use it to produce a pattern for future success? It's a good question, isn't it? But this question and its accompanying answer can be a very hard thing to pin down if you're using what everyone else is using to mine data and make important business decision based on that data.

Think about it. Of all the reports a company generates, of all the data it keeps track of, how does a business use these resources of information to better its processes for the future? Well, they usually hire a team of engineers to clean and organize data and business analyst to make sense of it all. Why, you ask? Because they need someone to build and decipher reports for them. But in businesses where this isn't the common luxury, and even in businesses where it is, this process causes delay, and delay is opportunity lost. Fortunately, in 2015, there is a more efficient and easier way to do things.

Consider the significance of putting a tool to analyze the most relevant data for important and vital operations within reach of the team members who need it at the very moment they need it. This would mean no delay and no need for IT involvement; you could skip the analysts and engineers altogether, and save a lot of valuable time by doing so.

Imagine this scenario: A group of executives have their weekly meeting where they discuss the important matters that have transpired in the company over the last seven days. When you consider how much each of these decision-makers earns per hour, this meeting becomes an expensive use of time. Now when the discussion comes to a topic that requires supporting data to make a decision, what's the next step? Well, traditionally speaking, the executives have to task their business analyst and engineers (though most in our industry don't employ any), bring them up to speed with what's going on, ask them what data there is to support the idea, then assign them to build a report that visualizes the request.



As you can imagine, this isn't going to materialize before the meeting is over, let alone in the next few minutes. Because after the analyst gets his assignment, he then will have to get with an engineer to build the report before he can deliver it. By the time all this happens, the relevance of the discussion has passed, and the decision that needed to be made in that meeting at the moment the issue was current is already gone. Meanwhile, you have executives stewing over how long it takes to get what they need to make an important decision.

Now let's see how this same scenario works with TrackResults: The same group of executives meet to discuss the trends in the timeshare company they're all managing together. When a certain topic arises that needs supporting data in order to make an informed and intelligent decision, the CEO, and everyone else in the room, logs in to his TrackResults (which as a web-based application is available anywhere he or she can access the internet) finds the data he or she is looking for, testing each concept in real time, and carries on the discussion to a data-supported and logical conclusion. No other business product can do this. While the old method requires an analyst and an engineer, it also requires cooperation between several different departments. With TrackResults, all relevant systems can be integrated to provide a respective user with the data that relates to their job, with as much or as little filtering as needed, and all in seconds.

The resulting availability of information has a remarkable effect on how the industry makes key decisions. TrackResults foster accountability and increased productivity companywide, enabling its users to execute intelligent fact-based decisions, save time doing so, and make revenue generating decisions faster than previously possible. TrackResults Software is proven and currently trusted by over 300 businesses and counting! This is why TrackResults is a clear choice for Best Business Product.

Thank you for your consideration.



GNEX 2015 Celebrates Record Attendance

April 2, 2015



Annual event draws shared ownership industry's top players

The Fifth Annual GNEX Timeshare Leaders Conference set an all-time record. The event drew 197 senior-level executives from 119 companies across the globe, Feb. 15 – 18, to the Manchester Grand Hyatt, San Diego, Calif.

GNEX 2015 featured a first-rate lineup of more than 30 panelists discussing core issues that can have a positive impact on the vacation ownership industry moving forward. There were lively presentations and open-forum panel discussions led by some of industry's most forward-thinking professionals. The

conference lived up to its reputation for delivering social events that go above and beyond guests' expectations, from the thrilling GNEX 2015 Dream Car Challenge to the DAE FLUXX Party at the award-winning FLUXX nightclub and the Wrap Party aboard the legendary USS Midway aircraft carrier. Noted speaker, author and mental toughness coach Jim Madrid served as both a panelist and the conference emcee, deftly handling all the Q&A's, running the speed networking session, and hosting a one-of-a-kind Perspective Magazine Awards gala and charity auction.

During lunch, sponsored by TrackResults, cofounders Todd Rodgers and Drew Reynolds invited everyone to be part of the upcoming "Go All In To Help Cancer Survivors Win" poker tournament, taking place at the Orlando World Center Marriott the evening before the 2015 ARDA World Conference. The tournament, hosted by TrackResults, will benefit Send Me On Vacation, a non-profit with a mission to send breast cancer survivors on vacations to heal the mind, body and spirit after completing treatments. The innovative fundraiser will feature poker, craps, blackjack and roulette for ARDA World attendees playing for prizes, bragging rights and the opportunity to be a winner in the eyes of cancer survivors and their families.



2015 Perspective Magazine Award Winners Announced

April 2, 2015



Vacation Ownership Industry professionals from all over the globe gathered in San Diego for a one-of-a-kind gala on February 17th, during the record-breaking Fifth Annual GNEX Conference in San Diego, California. The event attracted 200 senior level executives from over 115 different companies spanning across six different continents.

The legendary USS Midway Navy aircraft carrier, now serving as a museum in the San Diego Bay, was the perfect setting for this year's awards ceremony. This unique venue offered attendees a special experience which included guided tours of the Admiral's quarters and command center and

360-degree air combat flight simulators.

The evening kicked off with cocktails on the top deck of the aircraft carrier where attendees marveled at restored aircrafts from World War II, Operation Desert Storm and more. On the lower deck they were welcomed with a massive buffet displaying a variety of dishes, ideal for the most discerning of tastes, and a bar serving premium drinks.

The Christel House auction took place immediately following dinner where attendees bid on 17 different auction items. The auction raised nearly \$24,000 on behalf of Christel House, a non-profit which allocates the proceeds to transforming the lives of impoverished children around the world.

As the auction came to an end, anticipation for the awards grew quickly. Attendees finished dinner while the elite of the industry were announced by Master of Ceremonies Jim Madrid, who presented each winner with a gorgeous crystal trophy.

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The 2015 Perspective Magazine Awards program boasted 29 categories across various segments of the vacation ownership industry. Winners were decided by a format unique to the



Magazine Awards – four industry veteran judges, who do not know each other until after the voting closes, and an online voting system where industry professionals have their opportunity to influence the outcome. Each judge accounts for 20 percent of the nominee’s final score, with online voting accounting for the remaining 20 percent of the score. Online voting for the awards took place during January, with votes cast from industry professionals around the world, while nominees competed for the coveted awards and the global visibility they provide.

In addition to the fame and recognition that comes along with winning a Perspective Magazine Award, winners also receive a customized Perspective Magazine Awards logo for use in their marketing collateral, website, and brochures.

Of the winners, DAE was named Best Customer service provider for the fifth year in a row. The worldwide vacation exchange provider also took home two other coveted accolades, Best Consumer Product and Best Overall Company (Under 250 Employees). Karma Royal Group took home four awards, winning Best Timeshare Resort in Asia Pacific, Best Exterior Design, Best Industry Leader, and Best Industry Veteran. Also winning an award was Unlimited Vacation Club, an exclusive travel club, which won Best Timeshare Resort in Latin America for its beautiful Dreams Riviera Cancun Resort and Spa.

For those who didn’t enter the 2015 Perspective Magazine Awards, nomination information on the 2016 Perspective Magazine Awards and GNEX 2016 Conference will be available on the website, at <http://gnexconference.com/>

WINNERS

BEST	BUSINESS	PRODUCT	–	TRACK	RESULTS
“Attending the awards again this year turned out to be a pretty momentous occasion for us,” said Sean Nickerson, CMO for TrackResults Software. “These awards are given as a result of both a judging panel and voting among our industry peers, so being awarded the Best Business Product is quite an honor and accomplishment for us.”					



TrackResults

Best Strategic Partner

This is for any industry-related company which has built an alliance with another business to forge a unique partnership in order to strengthen both businesses and improve their bottom lines. Describe the two entities involved and how they complement each other, whether it is perhaps a referral program, a co-branded opportunity or a value-added product placement or sales and promotional collaborations.

Describe in detail the reasons why you believe you should win this award in 800 words or less.

The Context

"If you're not moving forward, you're moving backward."

This is a common mantra for modern business, especially the travel industry. Few business arenas are as competitive and fast-paced, and while innovation is beneficial in other professions, it's a necessity for survival within our field.

Consequently, the inherent race to find and develop new technologies into a competitive advantage is squarely on the minds of company and industry leaders. And where there is demand, entrepreneurs and trendsetters work to provide a workable and profitable supply.

The Problem

As the late Peter Drucker, a heavy influencer in the foundations of modern business once said:

"Work implies not only that somebody is supposed to do the job, but also accountability, a deadline, and finally, the measurement of results." After all, how can you improve on something that isn't measured? And how can you measure something that isn't tracked?"

The innovation that most business executives and personnel managers need is a tool to quickly sift through all their data points, measure direct impact on effectiveness and profitability, and act accordingly.

Brian Ehman, Corporate Sales Director of Vida Vacation Club, a leading worldwide luxury group, was one such executive. Frustrated with the ineffectiveness of other products and looking to boost sales numbers, TrackResults' and Vida's leadership teams struck up a partnership in 2009. After great success applying TrackResults to Vida's sales and marketing, both teams recognized the potential for more.

This quickly became more than an ordinary vendor-buyer relationship; our two companies came together to conceive, design, and build powerful business intelligence tools that sales and marketing teams could actually use. Upon completion, Brian and his team implemented these modules into daily operations.



The Solution

The Sales and Marketing modules yielded immediate success and tangible results, including but not limited to a full reorganization of the sales team structure based on Sales Efficiency Reporting; real-time communication lines between marketing, sales, and customer service; increased Aggregate Sales, Show Percentage, and more.

The impressive results that followed from these changes cemented the trust invested into the mutual partnership, and yielded increased profits for both companies. As pleased as both partners were with the outcome, this merely set the stage for the strategic partnership. Designs were written, prototypes developed, and within weeks accurate, relevant, real-time data was being transmitted.

A New Set of Challenges

Glad to see the improved growth but not content with a single wave of improvement, Mr. Ehman and the leadership team again called on their TrackResults partnership to deliver a new set of tools that would further boost profits without increasing spending, creating a larger quality gap between Vida and their active competition.

Certain they provided a quality service to a large customer base at very reasonable price, Vida discovered, as many companies are now starting to realize, that the solutions lay in the data. Without agile and customizable systems, it was only a matter of time before hidden mistakes were made and money was lost. Without a remedy, a host of competitors were waiting to unseat their strong position and capture their customers.

The Next Wave of Innovation

Given the firm trust to provide workable prototypes and solutions to business intelligence problems, TrackResults and Vida Vacations strengthened their partnership. With the financial and creative resources of these two companies, TrackResults developed no less than *four* new software modules that have allowed Vida to reorganize and revamp their sales and marketing efforts, further propelling the growth of both companies.

This deeper partnership indeed lead both companies to higher profits. As a direct result, TrackResults has perfected the blueprints, processes, and working prototypes of new software modules that solve serious business intelligence problems.

One such prototype is the Pender Sales Module: Just as in-escrow homes aren't sold until they officially close, clients were reporting substantial lost sales between customer purchase agreements and actual purchase. The Pender Module actively and intuitively monitors the progress and checklists of pending sales, acting as the good realtor to carefully guide the 'in-escrow' purchase to closing.

Because we recognize that no two companies are the same, we never copy and paste our work between clients; however a fundamental framework for crafting new solutions to unique challenges had been built, and we have since utilized that workflow to produce new personalized software systems. These are now being successfully utilized by other companies, and in new industries.



Brian and his team became early adopters in effective business intelligence. By directly partnering in the replacement of old, slow-moving data tools, TrackResults and Vida Vacation Club are blazing a path that dozens of other organizations are now following.

“If you’re not moving forward, you’re moving backward.”

Respectfully Submitted,

TrackResults



TrackResults Wins Best Strategic Partnership

April 27, 2016 / 0 Comments / in Breaking News, Other / by Sean Nickerson

Perspective Magazine Awarded TrackResults for “2016 Best Strategic Partner ” Award at the [GENX Conference 2016](#). [GNEX Conference](#) 2016 was held in New Orleans in the week leading up to Fat Tuesday

Sean Nickerson said “TrackResults was honored for its work with developing best practices and guiding analytic consulting with their clients. The award is primarily based on the willingness of clients to give testimonials, peer referral, and industry reputation for supporting what we sell. That speaks volumes to our culture of wanting to help the client make the best decisions they can”



Since 2005, TrackResults has delivered workable prototypes and solutions to business intelligence problems. Vida Vacations strengthened their partnership with TrackResults in 2009 as a cornerstone client, helping launch creative new resources from the interaction of these two companies. TrackResults developed no less than *four* new software modules that have allowed Vidanta to reorganize and revamp their sales and marketing efforts, simultaneously propelling the growth of both companies. Brands like Leisure Group, Starpoint Resorts, Welk Resorts, Marriot World Vacation Club, Breckenridge Grand Vacations and Westgate resorts , as well as dozens of other developers and vacation clubs have given testimony to the dedication TrackResults brings to the table when engaged as a strategic partner, rather than bringing the old fashioned vendor/buyer model.



Winners Revealed For The 2016 Perspective Magazine Awards

March 24, 2016

Orlando, Florida – March 24, 2016 – ([INTUITION by Perspective Group](#)) – Considered to be one of the highest accolades in the timeshare industry, the [Perspective Magazine Awards](#) was launched in 2011 as the only global recognition program of its kind. This year marked the 6th annual awards, where nominees entered to win one of 28 different categories. Winners were determined by a panel of four judges along with online votes from the public where each judge represented 20 percent of each nominee's overall score and the public vote accounted for the remaining 20 percent.

This year's awards were announced during the [GNEX Conference](#) in New Orleans, at a spectacular evening event hosted by DAE, the world's leading privately owned exchange company. Located at the Grand Oaks Mansion inside Mardi Gras World, the awards venue was reminiscent of a beautiful Southern plantation home with extravagant gardens, water features, and pathways, attendees enjoyed cocktails and dinner along with the sweet sounds of live jazz music. The party culminated with the announcement of winners before senior-level industry peers from more than 125 companies around the world.

The 2016 Perspective Magazine Award winners are:

- Best Business Product- Holiday Systems International (HSI)
- Best Consumer Product- VacayStay Connect
- Best Customer Service- DAE
- Entrepreneur of the Year- John Spence, Karma Royal Group
- Best Exterior Design – Kandara, The Final Release, Karma Royal Group
- Best Financial Services – Consumer Finance Team of Wyndham Vacation Resorts Asia Pacific
- Best Industry Leader – Kieran McKenna, Wyndham Vacation Resorts Asia Pacific
- Best Innovation – Classic Holidays for CHARM (Classic Holidays Advanced Relationship Management)
- Best Interior Design – Wyndham Hotel Melbourne Presidential Suites, Wyndham Vacation Resorts Asia Pacific
- Best Management Company – Classic Holidays
- Best Marketing Campaign – DAE for the 'Let's Change Exchange' Marketing Campaign
- Best Marketing Professional – James Kluetz, Brand Tango



- Best Membership Program
- For Vendor- Advantage Program® by Holiday Systems International (HSI)
- For Developer – staySky Vacation Clubs
- Best Newcomer – Resort Management Services
- Best Online Media – DAE All-Inclusive Campaign
- Best Overall Company
- Over 250 employees – Grand Pacific Resorts
- Under 250 employees – DAE
- Philanthropist Of The Year – David Siegel, Westgate Resorts
- Best Place to Work – Hilton Grand Vacations
- Best Print Media – President’s Club 2015 Booklet by Wyndham Vacation Resorts Asia Pacific
- Best Product Development – Hotel Super Search™ by Holiday Systems International (HSI)
- Best Resort Development – Westgate Park City Resort & Spa by Westgate Resorts
- Best Sales Professional – Tullika Deswal, Wyndham Vacation Resorts Asia Pacific
- **Best Strategic Partnership – TrackResults**
- Best Team – Vacation Services Team, Grand Pacific Resorts
- Best Technology – Lodging Management System by Holiday Systems International (HSI)
- Ambassador of the Year – Greg Crist, NTOA

The Perspective Magazine Awards program is unique in a variety of ways, but most notably for its global nature and judging format – as it is the only global recognition platform in the vacation ownership industry that is judged by both a panel of experts and industry peers. Winners received an elegant crystal trophy, a specially customized Perspective Magazine Awards logo to use on their websites, and marketing material.

This combination of a judging panel and online voting not only creates incredible exposure for the nominees but also provides the most independent results of any other awards program, and one of the most desired accolades available to a vacation ownership industry company or individual.

