**serenata hospitality CRM becomes Oracle PartnerNetwork Gold Level Partner**

**Munich, March 22$^{nd}$, 2016:** serenata hospitality CRM, a leading provider of e-marketing and CRM solutions for the hospitality industry, today announced that it has achieved Gold Partner status in Oracle PartnerNetwork (OPN). By attaining Gold Level membership, Oracle has recognized serenata for its commitment to establish Oracle related knowledge in delivering CRM solutions, its investment in developing expertise in Oracle products and solutions, and for uniquely addressing the challenges of join customers.

With Oracle PartnerNetwork (OPN), Oracle is transforming the way its partners develop their businesses. OPN offers members access to partner-specific training, resources, go-to-market tools, and support. These valuable benefits enable partners to earn specialized status and recognition for their particular expertise.

"Our team is very happy about having gained the OPN Gold status. This means that we can profit from OPN benefits, including gaining recognition within Oracle for possessing in-depth knowledge of Oracle products. This empowers serenata to deliver proven value-add to our customers," says Dieter Dirnberger, president of serenata.

With its Gold status, serenata receives the benefit of being able to start developing specializations that will allow them to grow their business, increase their expertise, reach higher levels of customer retention, and create differentiation in the marketplace. Gold members also become eligible to resell all Oracle Technology products and can apply to resell Oracle Applications and Industry Solutions. In addition, they receive access to Oracle account representatives and My Oracle Support updates for all products, discounts on training, limited free assessment/exam vouchers, reduced rates on the purchase of Oracle licenses for internal use, discounts on advances customer services and more. For more information about the benefits of becoming an OPN Gold level partner, please visit: http://www.oracle.com/us/partnerships/index.htm.

About serenata:

Combining 20 years of hospitality experience with the energy of a start-up, serenata hospitality CRM turns big data into smart useable data. serenata is a leading providers of e-marketing and CRM solutions for the hospitality industry. By integrating guest information from the property management system (PMS), central reservation system (CRS), websites and more, serenata NetHotel CRM develops a 360° view of the guest. At each step before, during and after their

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stay the product ensures guests receive the most targeted, dynamic and relevant communication.

Founded in 1996, serenata has grown a prestigious international client list, including: Ameron Hotels | Belmond | Como Hotel and Resorts | Constance Hotels and Resorts| Dorchester Collection | Dorint Hotels and Resorts | Dusit International | Firmdale Hotels | Fleming's Hotels and Restaurants | Four Seasons Hotels and Resorts | InterCityHotel | Lindner Hotels and Resorts | Lux Resorts | Kempinski | Mövenpick Hotels and Resorts | Oberoi Hotels and Resorts | Oetker Collection | One&Only Resorts | Onyx Hospitality Group | Red Lion Hotels| Relexa Hotels | Sarova Hotels | Shangri-La Hotels and Resorts | Sorell Hotels | Steigenberger Hotels and Resorts | Taj Group | Trump Hotel Collection | Warwick International Hotels.

For further details please visit http://www.serenata.com .

## About Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) Specialized is the latest version of Oracle's partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialized offers resources to train and support specialized knowledge of Oracle products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specializations. Specializations are achieved through competency development, business results, expertise and proven success. To find out more visit http://www.oracle.com/partners.

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