

## **Guestline acquires Newbridge Software**

**Acquisition will extend Guestline's platform which will now become the broadest and most functionally rich cloud native hotel platform in the market.**

Guestline, a leading European hotel software platform, has acquired Newbridge Software Ltd, a cloud-native electronic point of sale (ePOS) software company, that provides the tills and software to operate bars and restaurants. Newbridge will continue to operate as a separate division within the Guestline Group.

The acquisition strengthens Guestline's software platform that already provides distribution, guest experience and operations software and payments to hotels across Europe and Asia. The addition of Newbridge's feature rich ePOS software will allow Guestline to offer customers a best-in-class solution, fully integrated into Guestline's comprehensive platform.

Newbridge helps stand alone and group operators including hotels manage all aspects of their bars and restaurants across the UK. Established in 2016, its stock and staff management modules deliver real-time revenue and profit reporting, which, when combined with their table ordering, loyalty and promotions functionality, enables hospitality operators to manage their restaurant and bar operations more efficiently and profitably.

Its software will be offered stand-alone or as part of Guestline's cloud platform into which it will be fully integrated. Newbridge will continue to serve the needs of independent bars and restaurants including those that operate within hotels, but now with the backing of Guestline, a European leader in cloud hospitality software.

Andrew McGregor, CEO of Guestline comments: "We set out to build the most comprehensive and feature rich platform that enables independent hotels and hotel groups to operate more efficiently and profitably across sales, distribution, guest experience and operations. Enhancing our ePOS capabilities has been a strategic focus for Guestline and we are excited to take the next step towards realising that ambition with the acquisition of Newbridge, which is a key part of the hospitality technology ecosystem. The team's knowledge, expertise and feature rich software were all critical factors for us during the acquisition process. We look forward to working with the Newbridge team to help them expand their market reach and continue their stellar growth."

Cameron Thomas, Managing Director, Newbridge Software added: "I am very pleased for both our customers and our staff that with Guestline we have found the right partner to secure a strong future. Guestline's expertise, scope of operations and position in the market will offer Newbridge Software an exciting, new opportunity to continue to grow and prosper, which I, along with my Newbridge colleagues and new Guestline colleagues, am very much looking forward to being a part of."

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**About Guestline**

Guestline provides the broadest cloud-native software platform to hotels across 25 countries covering property management, guest engagement, and distribution software and payments. Guestline's platform can be configured to meet the challenging needs of independent hotels and hotel groups and helps them operate more efficiently and profitably. Headquartered in the UK, Guestline has operations across Europe and Asia. Its strong track record in innovation has been recognised with numerous industry awards. Recent innovations have included the launch of GuestPay – a payments solution and GuestStay a digital guest experience platform that allows hotel guests to check in on their mobile or at a hotel kiosk, and Google Connector – direct connection of hotel inventory enabling more direct sales. Guestline is one of the global leaders in cloud hotel software and is backed by The Riverside Company. [www.guestline.com](http://www.guestline.com)