

# M3 & Reeco Announce Strategic Alliance to Simplify Hospitality Procurement & Financial Management



## *A Seamless Purchasing Solution to Improve Financial Visibility and Optimize Operations for Hoteliers*

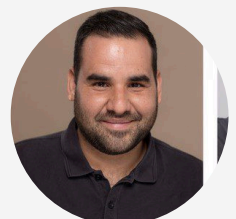
M3, the leading provider of accounting and financial solutions for the hospitality industry, has announced a strategic alliance with Reeco, the leading AI-driven procure-to-pay platform in the hospitality industry. By placing the customer in the driver's seat of their purchasing decisions, this collaboration streamlines hotel procurement by improving communication, increasing visibility, and helping control costs — all in one seamless workflow.

By partnering M3's powerful accounting solution, Accounting Core™, with Reeco's re-imagined procurement management platform, hoteliers can now automate purchasing, financial tracking, and vendor management, freeing themselves from timely, outdated methods and antiquated systems. Together, these two partners offer a scalable solution designed to optimize profitability for hoteliers of all sizes by enabling better purchasing decisions.



"At M3, we are committed to providing hoteliers with the right tools to empower the right decisions for their business. Our partnership with Reeco reaffirms that commitment," said **Casi Johnson**, President at M3.

**Henrik Shimony**, Founder and CEO at Reeco, said, "We're proud of the difference Reeco has made for some of the most respected names in the hospitality industry. Our partnership with M3 sends a clear message to both our customers and the hospitality industry—we don't partner with just any company. We seek strategic partnerships that truly make a difference for our customers, and M3 is a perfect example of that."



Reeco has become a Preferred Partner of M3's one-of-a-kind Strategic Alliance program, providing a unique opportunity for industry-leading companies stretching well beyond integrated functionality. This alliance provides integrated services, integrated support, and preferred pricing benefits to enhance the entire customer journey.

Reeco eliminates the challenges of manual procurement processes and legacy systems, including unreliable data, volatile pricing, ineffective inventory management, and fractured vendor relationships, by unifying procurement and receiving, inventory, recipe management, and accounts payable into a single system to save tremendous time and costs.

The M3 and Reeco partnership represents a major step forward in modernizing hospitality finance and procurement, ensuring hotels can operate more efficiently and profitably in an increasingly competitive environment.

For more information about the M3 and Reeco partnership, visit [partners.m3as.com/our-partners](https://partners.m3as.com/our-partners).

## **About M3**

M3 is a cloud-based financial platform and services company serving over 9,000 entities across North America's hospitality industry. Built by hoteliers for hoteliers™, M3 helps drive cost savings, revenue growth, and financial visibility. With over 25 years in business and a 95% customer retention rate, M3 is the trusted financial backbone for hotel owners and management groups. Its platform integrates seamlessly with industry systems, offering robust accounting, financial analysis, operations management, and workforce solutions. M3's Professional Services team provides tailored accounting and bookkeeping support for entities of all sizes. The Preferred Partner status under M3's Strategic Alliance Program represents an invitation-only network of best-in-class providers designed to create the most effective and profitable technology stack for the back-office. For more information, visit [www.m3as.com](https://www.m3as.com)

## **About Reeco**

Reeco is the leading AI-driven procure-to-play platform for the hospitality industry, transforming how hotels manage procurement, inventory, and accounts payable. As the only provider to bring purchasing, receiving, recipe management, inventory control, and accounts payable functionality together on one seamless platform, Reeco eliminates manual processes, streamlines operations, and empowers teams to focus on what they do best. By connecting every aspect of procurement and back-of-house operations, Reeco helps operators cut costs, increase efficiency, and improve profit margins. For more information, visit <https://www.reeco.io/>.

