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IDEaS Wins Best of SaaS Showplace Award

MINNEAPOLIS, MN – OCTOBER 5, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, was today named the latest winner of the Best of SaaS Showplace (BoSS) Award. The program is aimed at promoting the measurable business benefits being delivered by today's Software-as-a-Service (SaaS) solutions.

The BoSS Awards program was announced in January 2009 as the latest initiative by THINKstrategies, the leading strategic consulting company focused on the business implications of the on-demand services market, to bring attention to SaaS and cloud computing companies that are producing tangible business benefits for specific user organizations. These benefits include increased sales, lower costs, higher customer satisfaction, faster operations and greater profitability.

The following customer success stories are examples of the business benefits of [IDEaS' SaaS solutions](#):

- Kempinski's Hotel Baltshug in Moscow has increased its average room rate 22 percent year on year, which resulted in a revenue increase of \$4 million. Kempinski's Mall of the Emirates generated 28 percent growth in ADR following a pricing review and enhanced use of the [IDEaS V5i](#) solution.
- Protea Hotels, the largest hotel group in Africa with over 100 properties across the continent, increased the Revenue per Available Room (RevPAR) at its Wanderers Hotel in Johannesburg 15 – 20 percent since 2006.

- The LA Wilshire Grand Hotel, a 900-room property in the heart of downtown Los Angeles, generated a 4 percent revenue increase and has reduced forecasting inaccuracy to 1 percent as a result of implementing the IDEaS V5i solution in 2005. In addition, implementing the [SaaS](#) solution allowed the revenue manager to redefine his role and increase his value to the hotel, by focusing more time on strategic decision-making and less time on data entry.

It is for these reasons that IDEaS has been named a Best of SaaS Showplace Award winner. A full description of the company's winning BoSS Award submission can be found at <http://www.saas-showplace.com/awardSummary.php?key=1325>.

“We are pleased to be recognized for our role as early proponents of SaaS for the hospitality, travel and transportation industry,” said Linda Hatfield, vice president of product management and marketing, IDEaS. “This award is significant to IDEaS because it reinforces our belief that solutions delivered via SaaS are the way of the future. We will continue to leverage our expertise in SaaS to deliver innovative pricing, forecasting and optimization solutions to the market.”

“In today’s challenging economic climate, it is critical that companies optimize their revenue opportunities,” stated Jeffrey M. Kaplan, the founder of the SaaS Showplace and managing director of THINKstrategies, the strategic consulting firm which conceived and administers the Showplace. “IDEaS’ SaaS solutions have demonstrated that they can help companies identify and capitalize upon new revenue opportunities, enhance their customer relationships and strengthen their competitive position.”

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About IDEaS Revenue Optimization

IDEaS, a SAS COMPANY, is the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services. [IDEaS’ Solutions](#) are implemented via [Software as a Service \(SaaS\)](#) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. [IDEaS’ Advantage](#) and [IDEaS for Success](#) services help at all levels of a client’s organization—strategic through operational— and our integrated approach

differentiates IDeaS from the competition and creates the foundation for a successful partnership. Headquartered in Minneapolis, IDeaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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