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IDEaS Joins Forces with CM Solucoes, Leading Brazilian Hotel Technology Provider

MINNEAPOLIS, MN – SEPTEMBER 8, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, and CM Solucoes, the leading Brazilian provider of Property Management Systems (PMS)/Central Reservation Systems (CRS) and other hotel applications, today announced a completed certified system integration between CM’s integrated Visual Hotel PMS and the [IDEaS V5i Revenue Management Solution](#). The first hotel to take advantage of the joint integration is the George V Alto de Pinheiros in Sao Paolo, an upscale boutique property.

The two-way integration is full featured, allowing real-time booking pattern data to be captured by IDEaS V5i for analysis. Optimized user decisions on overbooking, stay controls, and best available rate pricing then flow seamlessly back to the Visual Hotel system and onward to the CMNet CRS, enabling a dynamic [pricing](#) strategy for all distribution channels.

“CM has a huge share of the PMS market in Brazil and elsewhere in Latin America,” said Bernard Ellis, IDEaS managing director for the Americas, “we are delighted they agreed to work with us on the integration, thus fueling our growth in the region.”

The Brazilian hotel market supply was badly overbuilt for many years, so revenue management has only recently begun to gain widespread adoption.

“The IDEaS V5i certification process was definitely rigorous but we felt it was important to provide this functionality to our clients to stay current with the industry’s needs,” said

Marcus Moreira, CM's chief operating officer. "We also have a track record of partnership with Tel lodge Ltda, IDEaS' authorized distributor in Brazil."

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.

About CMNet Solutions, Travel & Tourism Agency Ltda

CMNet Solutions, Travel & Tourism Agency Ltda, is the leader in South America on hotel PMS solutions, with more than 1000 clients. The CM system is 100% integrated and complete, covering the whole scope of operation and hotel industry necessities.

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About Tel lodge:

Founded in 2001, Tel lodge offers high technology, telecommunication and revenue management services for hotels and resorts. Its mission is to supply custom made solutions for each client. Tel lodge represents Brazilian and international brands with state of the art product lines and renders full service technical assistance.