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IDEaS Revenue Optimization Appoints Fabian Specht as Regional Managing Director, EMEA

MINNEAPOLIS, MN & MUNICH – 02 MARCH, 2010 – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions, has today announced the appointment of Fabian Specht as Regional Managing Director, EMEA.

Fabian will replace current long-serving and valued leader, Uli Pillau, who has been with IDEaS Revenue Optimization for 11+ years and is stepping down in July to pursue other interests in the hospitality sector but will remain a close strategic partner.

Fabian has also been with IDEaS for 11 years, working very closely with Uli in the EMEA region. His extensive hotel industry and leadership experience make him the ideal replacement for this position.

According to IDEaS Senior Vice President, Joseph Martino, “We are excited to welcome Fabian to his new role as Regional Managing Director for IDEaS Revenue Optimization in the EMEA region. We are confident that Fabian will continue to lead IDEaS, in the EMEA region, with the same entrepreneurial spirit and commitment to business success for our clients that was demonstrated by his predecessor Uli Pillau.”

Fabian is steeped in IDEaS’ values, acting as trusted advisor for IDEaS’ clients throughout his tenure with the organization. Under Fabian’s leadership, IDEaS’ clients will continue to experience the same level of professionalism and service for which IDEaS is renowned in the hospitality industry.

“IDeaS has a great future ahead. We have built up our reputation as premier provider for revenue management systems in the hospitality market with first class services supporting these systems. Our intention is to further strengthen this position and grow the market in EMEA, making our solutions available to more and more hotels. More recently, we added the [IDeaS Advantage](#) division; offering all services around revenue management consulting, outsourcing, training, etc. This makes it really exciting to be able to provide now a full solution offering for our clients that are seeking any kind of assistance and professional advice in the areas of revenue management and pricing that are so crucial and mission critical for any hotel today.” says Fabian Specht.

Fabian brings vast experience to the role, in both [Software as a Service \(SaaS\)](#) and the hotel industry. Prior to joining IDeaS Revenue Optimization, Fabian was the Director of Sales Hotel Systems, EMEA for Micros Fidelio Software GMBH. Previous to starting his experience in the hotel technology sector, he worked for Inter-Continental Hotels & Resorts across multiple properties in different countries and regions. “Fabian’s accomplishments and experience in the hotel industry will continue to benefit IDeaS,” said Ravi Mehrotra, President and Founder, IDeaS. “We are confident Fabian’s proven leadership and expertise will continue the accelerated growth that IDeaS has enjoyed and enable us to better serve our valued clients in the EMEA region.”

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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