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## **IDEaS to Drive APAC Business Growth with New Hire**

***Allan Taylor to join leading Revenue Management firm to  
enhance dominant market position***

Sydney, AUSTRALIA – OCTOBER 22, 2008 – IDEaS Revenue Optimization, the leading provider of [revenue management and optimization](#) solutions and services, announced today the appointment of Allan Taylor as a Senior Consultant to their Asia Pacific division. A true business processes pioneer, Allan Taylor brings over two decades of successful International and Regional marketing and sales experience to the company and will prove to be an invaluable asset in driving regional business growth.

Allan will be primarily responsible for securing new opportunities for both the IDEaS V5i Revenue Management System and also the IDEaS Advantage Revenue management Consulting and Outsourcing Division in the South East Asia region. “IDEaS presents a unique opportunity for me, as the established leading provider of revenue optimization solutions throughout the region and the world, I am greatly looking forward to assisting the company in continuing to grow their core business base following their recent acquisition by SAS,” explained Allan Taylor.

“I look forward to utilizing my experience to enable IDEaS to expand its business throughout the Asia Pacific region” said Allan Taylor. Although Allan will work throughout the wider Asia Pacific region, his talents will primarily be focused on the South East Asia region.

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Allan Taylor brings vast experience in strategic marketing and sales to IDeaS. Of pivotal importance to the company is his proven record in defining and penetrating lucrative markets and his ability to capitalize on specific opportunities to encourage and stimulate business growth.

Allan has honed his strategic marketing skills through working from some of the regions leading companies and consulting groups. Allan has held such notable positions as Vice President of Sales and Marketing for Inter-Touch and Executive Director of GBD Holdings Pte Ltd in Singapore.

“We believe that our valued clients, partners and employees in the Asia Pacific region, and the rest of the world will benefit greatly from having Alan as a valued member of our expanding team,” said Grahame Tate, Managing Director of IDeaS Asia Pacific.

“We are confident, that his strong talents, established regional and international networks and his proven success will help us to continue in maintaining a strong market presence in the wider region,” explained Grahame Tate.

### **About IDeaS Revenue Optimization**

IDeaS, a SAS COMPANY, is the premier provider of enterprise revenue optimization solutions and services. IDeaS can help make an immediate impact on company revenue and profitability with its forecasting, optimization and pricing solutions. 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](http://www.ideas.com).

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