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Five-Star Dorchester Collection Hotel Chain turns to Revenue Management Solution to Improve Pricing Strategy

MINNEAPOLIS, MN & MUNICH – 9 OCTOBER, 2008 – IDeaS Revenue Optimization, the leading provider of revenue management and optimization solutions and services, announced today that the Dorchester Collection will deploy IDeaS V5i On-Demand Revenue Management Solution throughout all its five-star luxury properties in Europe and the United States to optimise their pricing strategy.

"IDeaS' ability to provide superior forecasting and accurate reporting is paramount for us, and we are sure this implementation will positively impact our business. We are particularly impressed by their dynamic approach to pricing. We chose IDeaS for its excellent references and well established reputation within the hospitality industry and we actually found the company's state of the art solutions and innovative approach to be in line with our expectations. The roll-out of IDeaS V5i On-demand Revenue Management Solution reflects our commitment to a fully embedded revenue management culture throughout the company." says John Scanlon, Dorchester Collection's Director of Revenue.

"IDeaS V5i is currently being implemented with all its modules, including the Best Available Rate (BAR), which helps make pricing decisions while incorporating competitive rate information, and ensures quicker and better response to competitors' moves. Also, as IDeaS' V5i is an ASP-based solution, it allows decision upload into the Dorchester Collection's

Property Management System (PMS) and Central Reservation System (CSR), providing a more efficient and immediate deployment of strategy." concluded Mr. Scanlon.

"We are honoured to be working with the Dorchester Collection and its impressive portfolio of hotels. This massive implementation of automated revenue management is a clear sign that the benefits of IDeaS' solutions are being increasingly recognized in high profile environments and have a great potential in the deluxe hospitality market," said Fabian Specht - IDeaS Director EAME. "We are sure that IDeaS will provide the very best value-added support to the Dorchester Collection international reputation for excellent service and prestige."

Uli Pillau, Managing Director for IDeaS in EAME, adds "A trend we see more and more in the European hospitality business is that hotels and hotel groups are replacing older or legacy revenue management systems with the next generation ASP-based models, such as IDeaS V5i On-Demand Revenue Management solution. Software On-Demand is by far more powerful, efficient and cost effective than traditional software installed on in-house server-based systems. Hotels can now focus on their core competencies and not expensive on-site equipment. In addition, IDeaS V5i Revenue Management On-Demand solution offers advanced forecasting and optimisation algorithms that are far superior to what existed in the past. IDeaS V5i also provides self-learning and auto calibrating engines, which is extremely helpful in today's dynamic markets. Other revenue management systems, which only look at stale history, are unable to respond any further to the requirements of the hotels."

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.

Dorchester Collection

The Dorchester Collection is the successor to the Dorchester Group, originally established by the Brunei Investment Agency in 1996 to manage its collection of hotels in Europe and the USA. The Dorchester Collection is a portfolio of the world's foremost five-star luxury hotels.

The launch of Dorchester Collection in 2006 signalled a change to the strategic goals of the company. By applying its unrivalled experience and capability in owning and operating some of the world's great individual hotels, the company's mission is to develop an impeccable portfolio of the world's finest hotels, both traditional and contemporary, through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management contracts for luxury city hotels.

Backing the strategy is a strong company branding that expresses the market's universally high regard for the current portfolio and the distinctive common values held by all Dorchester Collection hotels.
The current portfolio is managed by Dorchester Collection:

The Dorchester in London
The Beverly Hills Hotel in Beverly Hills
Le Meurice in Paris
Hotel Plaza Athénée in Paris
Hotel Principe di Savoia in Milan
The New York Palace in New York
Hotel Bel-Air in Los Angeles

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