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## **Eden Hotel Group Deploys IDEaS Revenue Management Solution Across Its Estate**

**MINNEAPOLIS, MN & MUNICH – SEPTEMBER 2, 2008** – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, announced today that Eden Hotel Group, a leading hotel group in the Netherlands consisting of 17 three and four star properties, will roll out IDEaS V5i On-Demand Revenue Management Solution throughout its entire estate.

“Some time ago we installed an automated revenue management system which did not completely suit our requirements and made us go back to the manual process. However, considering our rapid growth – we are planning to operate 25 hotels throughout the country by the end of 2009 – we realized that data centralization is primary for our business. Additionally, following last year’s deployment of a Property Management System (PMS) at all of our properties, we felt again the need to automate our revenue management process,” said Frans Wientjes, COO/Director of Operations at Eden Hotel Group.

“After carefully examining the offer of the market, it became clear that no one suited our needs better than IDEaS. The company’s references coupled with its local representation through KL Consulting, IDEaS’ local distributor boasting a strong knowledge of the Dutch market, contributed to make our choice an easy one. Thanks to IDEaS’ solution we are sure we will further grow our Revenues per Available Room (RevPAR) and we will be able to adopt a more strategic approach towards the market,” added Mr. Wientjes.

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The roll-out of IDeaS V5i On-demand Revenue Management Solution at Eden Hotel Group will cover three distinct phases: while IDeaS V5i is currently being implemented at six properties, another six are expected to deploy by January 2009 and the remaining by June 2009. IDeaS V5i will be installed with all modules, including the Best Available Rate (BAR) Module, which helps formulate optimal pricing decisions while incorporating competitive rate shopping information, and the Centralized Control Module, which allows authorized users to view data from multiple properties and benefit from roll-up reporting in user-definable property groups.

“We are extremely proud to be involved in the biggest Revenue Management installation the Netherlands have witnessed so far. We are looking forward to working with Eden Hotel Group to make a success of this installation and we are confident that the Group’s high reputation within the local hospitality market will encourage other Dutch hotels to adopt similar systems,” said Kirsten Lang, Director of KL Consulting.

“KL Consulting experience as distributor and their ability to provide value-added services to our products, proved critical to secure this new account”, said Uli Pillau, IDeaS Managing Director EAME. “Also, we are pleased to notice that an increasing number of countries are beginning to recognize the relevance of automated forecasting and pricing solutions and, as we are consistently expanding our European reach, we feel very well positioned for future growth.”

#### **About IDeaS Revenue Optimization**

IDeaS Revenue Optimization – 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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## **About Eden Hotel Group**

Founded in 1977, Eden Hotel Group is a Dutch family owned company that operates city-centre hotels and restaurants in the Netherlands. It is the goal of Eden Hotel Group to serve both the Dutch home market as well as the international traveler as good as possible. Within the world of international hotel chains, Eden Hotels' competitive advantage is its flexibility in service and strong knowledge of the home market.

The Group currently owns 17 hotels in 11 major Dutch cities including Amsterdam, Rotterdam, Groningen, Eindhoven, The Hague and Maastricht. The strategy of the company is focused on further growth in the 3 and 4 star national hotel market, aiming at operating 25 properties by the end of 2009.

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