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## **Grand Hotel Sofia Selects IDeaS for Revenue Management and Business Intelligence**

Minneapolis, MN & & MUNICH – April 1, 2008 – IDeaS, the leading provider of hospitality revenue management and optimization solutions, announced today that Grand Hotel Sofia, a five star property based in the heart of the Bulgarian capital, has chosen IDeaS V5i On-Demand Revenue Management Solution to manage its pricing strategies and deploy strategic business optimization.

“This is the first automated revenue management system IDeaS has installed in an independent hotel in Bulgaria and it provides a unique opportunity for expansion in the Eastern European market,” said Fabian Specht, IDeaS Director EAME. “Additionally, this new partnership proves that our solutions can guarantee maximum benefits not only to hotel chains but also to independent properties. The implementation at Grand Hotel Sofia is indicative of the fact that an increasing number of single facilities are attributing greater importance to automated revenue management systems and are choosing IDeaS’ products because of their competitiveness and high quality.”

Grand Hotel Sofia has already completed the implementation of V5i with the deployment of two key modules: the BAR (Best Available Rate) module, which helps make pricing decisions while incorporating competitive rate information, thus guaranteeing quicker and better response to the competitors’ moves, and the Group Pricing Module, designed to help hoteliers evaluate group requests, analyze displaced revenues, find alternative dates and include ancillary revenues and costs for a total value assessment.

“As Grand Hotel Sofia is one of the major five star business hotels in the city, we felt the need to move to next generation systems, automating our decision-making process through a more tactical management of the demand and a better management of our distribution channels,” said Velislava Kovachka, Grand Hotel Sofia’s Reservations & Revenue Manager. “We were looking for a partner with the necessary expertise and IDeaS’ impressive references within the hospitality industry perfectly met our requirements. This coupled with the extreme functionality of V5i’s modules and its intuitive and user-friendly technology, did not leave room for doubt. We are therefore confident that this partnership will enable us to make profitable decisions which will give a significant boost to our revenues” added Mrs. Kovachka.

### **About IDeaS**

Integrated Decisions and Systems, Inc. (IDeaS) invented critical decision solutions that enable global organizations such as leading hotels, airlines, car rentals, car parking, manufacturing, and transportation management companies to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits. By providing Forecasting, Optimization and Pricing solutions, coupled with IDeaS' On-Demand Software as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability. Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support and sales offices in North America, the United Kingdom, Europe, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

### **About Grand Hotel Sofia**

Residing the heart of the Bulgarian capital, Grand Hotel Sofia is a business five-star hotel that has been the natural home for international travelers. Its imposing façade of marble, glass and granite hides one of the most luxuriously appointed hotels in Sofia. The hotel is located in the very city center, overlooking the City garden on the doorstep of the National Theatre and the City Art Gallery, within walking distance from Bulgaria Concert Hall and the Alexander Nevsky Cathedral. With its superb location, numerous facilities and outstanding standards of service Grand Hotel Sofia offers a winning combination of old-fashioned opulence combined with the latest innovations in technology.