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IDeaS Revenue Optimization Launches Enhanced Client-Driven Social Networking Tool at HITEC 2008

- IDeaShare elevates client collaboration in product development strategy -

MINNEAPOLIS – June 16, 2008 – IDeaS Revenue Optimization, the leading provider of [hospitality revenue management and optimization](#) solutions and services, today introduced IDeaShare, a tool that accelerates innovation by enhancing communication between clients within the IDeaS Community social network and the IDeaS product development teams. IDeaShare makes it easier for IDeaS clients to provide suggestions and promote product enhancements submitted from any IDeaS client regarding the IDeaS V5i Revenue Management solution.

"IDeaShare allows our clients as a community to discuss enhancements and provide us with a clear understanding of what is most important for them individually and as a group," said Linda Hatfield, Vice President of Product Management for IDeaS. "Our clients have always partnered with us to shape our products and IDeaShare is the natural next step - working in a global community means you need to have access where and when it makes sense to you."

Clients using IDeaShare benefit from enhanced collaboration, increased visibility and improved sorting options, all while accelerating the process of identifying the most promising ideas. IDeaS clients can view all suggestions posted by the user community and rank suggestions in the order of importance to their particular property. IDeaShare also includes sorting options that allow the user to search by module, chronology, individual idea or submitter.

Key Benefits of IDeaShare:

- **Collaborate:** See all ideas suggested by the IDeaS V5i user community. Comment on any ideas presented as well as promote, demote and rank ideas most important.
- **Status View:** Better visibility into which product enhancements are being considered for future release, which ones are in development and which ones are completed and released.

- **Search/Sort:** Search and sort suggestions by keyword, IDeaS V5i module, chronology individual idea or submitter.

IDeaS Community Portal IDeaShare Demos

To see IDeaS Community Portal IDeaShare live in action at HITEC 2008, please visit with an IDeaS representative at IDeaS HITEC Booth 625.

Scheduled IDeaS V5i Demonstrations at IDeaS HITEC Booth 625

Please join us for 30 minute live demonstrations of IDeaS V5i Revenue Management Solution, recipient of the 2007 HITEC Favorite Solutions Award at IDeaS HITEC Booth 625. To view a schedule of the live demonstrations please visit:

<http://www.ideas.com/index.php/resources/webinars/#register>

About IDeaS Revenue Optimization

IDeaS Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDeaS' On Demand Software as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability.

IDeaS goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit www.ideas.com.

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