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IDeaS Announces New Distribution Partners in Turkey, Switzerland and South Africa

MUNICH, ZURICH, JOHANNESBURG AND ISTANBUL – APRIL 22, 2008 – IDeaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and one of America’s fastest growing technology companies, is happy to announce its three newest distribution partners in Turkey, Switzerland, and South Africa. The new distribution partners are Parkernology in South Africa, Protel A.S. in Turkey, and RM Solutions in Switzerland. They will be responsible for providing integration and ongoing service that will assist in the successful deployment of IDeaS revenue optimization solutions.

“IDeaS continues to expand its business globally and we couldn’t be happier to be working with them as a partner. Not only has IDeaS had many successful implementations previously, but the solutions that IDeaS offers have a worldwide reputation preceding them,” said Desmond Parker, Managing Principal of Parkernology in South Africa.

“Our distribution and integration partners are essential to IDeaS business worldwide,” commented Fabian Specht, Director of IDeaS in EAME. “We are proud to work with such distinguished and successful companies around the world to ensure our customers receive the best advice and service available.”

Uli Pillau, IDeaS Managing Director EAME added: “We continue to strengthen our distribution network by adding new influential partners. Parkernology, Protel, RM Solutions all have a great reputation in the world of hotels, technology and revenue management and their level of service in these areas meets our high standards and requirements.

Our clients, regardless of working with IDeaS directly or via partners, expect the highest quality of Revenue Management technology, training and services.”

The addition of these new distribution partners means IDeaS’ network now covers regions around the world including Asia Pacific, Europe, Africa & Middle East and South America.

IDeaS Revenue Optimization Distribution Partners:

- Cairnhill Group (China and South East Asia)
- NEC Japan (Japan)
- Athena Solutions (Italy)
- Sunsoft Ltd. (Greece and Cyprus)
- KL Consulting (BeNeLux)
- Wide Computer Systems (United Arab Emirates)
- Telelodge (Brazil)

In all of these regions IDeaS has achieved a leadership position in revenue management technology and its partners have been instrumental in this success.

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.

About Parkernology

Parkernology is the provider of specialist consulting services and products for the hospitality industry throughout Africa. Parkernology has a unique international track record with over 20 years of proven experience in the technology and hospitality environments. Innovation, Integrity and Value are the core components of all the company's engagements.

About Protel

PROTEL has been established in 1989 with the mission of providing world class technology solutions for the Turkish hospitality sector. It has been providing IT solutions to all segments of the hospitality industry including hotels and restaurants of being the market leader. Its global objective of raising the standards of the Turkish tourism sector to international levels entails working with its customers to persuade them to implement long-term technology solutions that embrace the principle of "better management for more customers"; provide its customers with 24x7 after sales support; and last but not least invest in people as well as in technology.

Almost 300 hotels with more than 65,000 rooms are currently using Fidelio solutions for serving the Turkish hospitality market. In addition to a wide array of Micros-Fidelio solutions, PROTEL provides complementary technology solutions such as automatic minibar systems, high-speed Internet solutions and communication and messaging tools that aim to enhance the operational efficiency of hotels. For more information please visit: www.protel.com.tr

About RM Solutions

RM Solutions Ltd. is a fast-growing hotel consultancy firm based in Switzerland. RM Solutions specializes in yield management systems and processes, pricing, electronic distribution, business intelligence, e-marketing and strategic sales support. A proud partner of IDeaS, RM Solutions helps uncover the full revenue potential of your business. For more information please visit: www.rmsolutions.ch.

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