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## ***IDEaS Joins Forces with Newmarket's Delphi Sales & Catering system***

**MINNEAPOLIS, MN – APRIL 7, 2008** – IDEaS Revenue Optimization, the leading provider of [hospitality revenue management and optimization](#) solutions, today announced the integration of Newmarket's Delphi 9.2 with the IDEaS V5i 3.2 Revenue Management Solution. The integration allows group sales managers to price potential Group business using the powerful IDEaS Group Pricing module without leaving the Delphi application.

"IDEaS has a strong history of providing group forecasting and pricing support to the hospitality industry." said Linda Hatfield, Vice President Product Management, IDEaS Revenue Optimization. "Customers of Newmarket and IDEaS will now benefit from the enhanced efficiency and ease-of-use that comes from this level of integration."

"We are committed to bringing increased value to our customers and prospects through collaborative partnerships with companies demonstrating material benefit and strength." added Shawn McGowan, CTO & Senior Vice President, Newmarket International, Inc. "By partnering with IDEaS, we are able to provide state of the art group pricing and analysis within Delphi."

Participants at the NewmarketPLUS User Conference, held on April 8-9, 2008 at the Red Rock Casino, Resort and Spa in Las Vegas, will be able to see first-hand the integration between Delphi and IDEaS V5i.

[IDEaS Group Pricing](#) module, developed with some of the largest group house hoteliers in the world, arms hoteliers with a powerful solution that makes sense of any given group's entire value as well as the value of any business being displaced.

- Forecasts group demand to increase maximum profitability
- Evaluate group impact and business displacement before booking
- Configurable by date range, seasons, group size and market segments across multiple properties
- Perform unlimited “what if” scenarios to further confirm appropriate pricing and placement of group business

[Download](#) a complimentary copy of IDEaS Webinar, **Group/Corporate Business – Taking Advantage of this Market Segment** [https://m2l.market2lead.com/go/IdeaS/on\\_demand3](https://m2l.market2lead.com/go/IdeaS/on_demand3)

### **About IDEaS**

[Integrated Decisions and Systems, Inc. \(IDEaS\)](#) is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing [Forecasting](#), [Optimization](#) and [Pricing](#) solutions and consulting, 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](http://www.ideas.com).

### **About Newmarket International**

Newmarket International, Inc. is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 10,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Cologne (Germany), London, Shanghai, Singapore and Sydney. For more information, visit [www.newmarketinc.com](http://www.newmarketinc.com).