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## **IDeAS Launches CarParkPRO, the First Pricing & Revenue Optimization Solution for Car Parking**

**Minneapolis, MN – April 10, 2008** – IDeAS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions, announces the launch of IDeAS CarParkPRO, the world’s first automated Pricing and Revenue Optimization system specifically designed for the parking industry.

Leveraging their broad experience in the travel and hospitality industry, IDeAS developed CarParkPRO, a highly robust and feature rich on-demand application with extensive configurability.

IDeAS CarParkPRO is completely innovative in that it enables dynamic pricing of available car parking products to maximize revenues by capturing the demand at the right price and improving the utilization of the available capacity. Additionally, this fully automated solution provides the tools to effectively distribute the product pricing. Using the data from the system, further analysis can be done to identify new products and price points and estimate the resulting benefits.

“CarParkPRO is a ground breaking innovation for the parking industry,” commented Joseph Martino, IDeAS’ Senior Vice President. “With its ability to effectively manage the relationship between roll-ups and pre-bookings, CarParkPRO is proving to be an indispensable tool in determining optimal pricing strategy.”

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Recognizing the need for a fast, easy and cost effective deployment method, IDEaS has made CarParkPRO available on-demand via a SaaS (software as a service) model. This deployment option means CarParkPRO can be implemented with very little infrastructure, guaranteeing small upfront costs and a great deal of flexibility.

### **Key Features & Benefits of IDEaS CarParkPRO**

- **Auto-Learning** - System reacts to changes in demand patterns and improves recommendations
- **Graphical View of Business** - View business at-a-glance for a day, week or month
- **Information Sharing & Override Options** - Users can share new information with system or override system decisions if needed
- **Reports** - System provides numerous reports to help make informed decisions
- **Application Monitoring** - IDEaS Support monitors system's health and performance to identify problem areas and provide resolution in a timely manner
- **Phased Deployment** - Choose the deployment stage that is suitable for current needs and preparedness
- **Web-Based On-Demand Delivery** - Minimize infrastructure requirements; no new equipment to purchase or maintain, no need to tap existing IT resources

### **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](http://www.ideas.com).