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Hotel Okura Amsterdam to install IDeaS Revenue Optimization V5i™ Solution

MINNEAPOLIS, MN & AMSTERDAM, NETHERLANDS - JULY 10, 2007 – IDeaS, the leading provider of revenue optimization solutions and one of the industry's fastest growing technology companies today announced that Hotel Okura Amsterdam, the first European hotel of the well-known Okura Chain and member of the Leading Hotels of the World are installing IDeaS Revenue Optimization V5i Solution.

“After previous experience with revenue management software we were familiar with the benefits of having an automated process, but we were interested in taking revenue management to the next level and benefit from a next generation decision system such as IDeaS V5i On-demand ASP solution,” said Cynthia Boekee, Capacity Manager at Hotel Okura Amsterdam. “We were very impressed by the evolution the system has experienced over the past couple of years. Having followed IDeaS closely in the market, their reputation and focus in the hospitality sector made it a logical choice for us as we change our reservation system as well and the entire IT infrastructure at the hotel”, Ms. Boekee added.

“The Hotel Okura Amsterdam had already developed a revenue management culture. An issue for them was finding a replacement solution that meets their growing interest in maximizing profits at their hotel,” said Kirsten Lang, KL Consulting and IDeaS partner in the Netherlands.

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Fabian Specht, Director IDEaS International EAME added: “There are not many opportunities like this in Holland where we can partner and work with a hotel of that reputation and size like the Hotel Okura Amsterdam. We are delighted that they have selected IDEaS and that with our partner in Holland, Kirsten Lang, we were able to gain their confidence and trust. We will now deliver our promise to the hotel and provide them with the perfect tool to manage their day to day revenue management operations and assisting them also in their strategic planning.”

Key Product Highlights: IDEaS in use at the Hotel Okura Amsterdam

- **IDEaS Group Pricing** is designed to help hoteliers evaluate group requests, analyze displaced revenues, find alternative dates and include ancillary revenues and costs for a total value assessment

- **IDEaS Best Available Rate (BAR) Module** is designed to help the hotelier answer the challenge of what rate to quote to the unqualified guest. Price too high and lose the guest; price too low and compromise your revenue. The IDEaS pricing engine selects the optimal rate with the highest probability of selling based on arrival date and length of stay.

- IDEaS web based delivery was designed to provide a faster, easier and more cost effective deployment method for hoteliers of any size and in any location in the world. **IDEaS ASP deployment** method offers hoteliers the best of both worlds, our award-winning technology delivered in an easy to purchase, faster to learn and conveniently supported way. IDEaS’ web delivery provides all the benefits of IDEaS’ technology with none of the encumbrances inherent in a traditional software purchase.

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About Hotel Okura Amsterdam

Amsterdam is living history, a city where you will feel immediately at home. Built around a network of stunning canals, you can admire centuries old houses, as well as the most contemporary architectural designs. In this bustling cosmopolitan metropolis, you won't find a warmer welcome than at [Hotel Okura Amsterdam](#).

Hotel Okura Amsterdam is located on the banks of the Amstel Canal, close to the financial, cultural and entertainment district of Amsterdam. The Rai Congress & Exhibition Centre is within walking distance. The city's motorways are easy accessible and Schiphol International Airport is only a 15 minute drive away. For more information, visit www.okura.nl

About IDEaS

[Integrated Decisions and Systems, Inc. \(IDeaS\)](#) is the leading provider of hospitality pricing and revenue optimization solutions. IDEaS invented critical decision solutions that enable global organizations to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue or profits.

IDeaS' clients include some of the most-prestigious companies in the world, including Hyatt International, Hilton International, Kimpton Hotels, Mandarin Oriental Hotel Group, Millennium Hotels and Resorts, Shangri-La, Kempinski, Conrad Hotels, Universal Orlando, Travelodge UK, Steigenberger Hotels and Resorts, The Venetian Resort Hotel Casino, Sonesta Hotels & Resorts, Vail Resorts and Gaylord Entertainment properties, such as Gaylord Opryland.

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 or call +1 952 698 4200.