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Royal Orchid Hotels Selects IDeaS Revenue Management Solution

Minneapolis, MN & India – OCTOBER 30, 2007 – IDEaS, the leading provider of [hospitality revenue management and optimization](#) solutions and one of America’s fastest growing technology companies, announced that IDEaS Revenue Optimization On-demand solution has been chosen by Royal Orchid Hotels, for deployment to all India location hotels.

CK Baljee, Chairman & Managing Director, Royal Orchid Hotels said, “We are a fast expanding group and wanted consistent pricing policies & decisions across all our hotels. Using IDEaS, we would be able to offer Best Available Rates based on actual market demand to our clients. The multi-property views offered by IDEaS are especially of interest as we have multiple hotels in cities and it would be beneficial to make optimum use of room inventory spread across units at a location.” He added that, “Royal Orchid Hotels is India’s fastest growing hotel chain catering to the business traveler and strives to employ the best, cutting edge technology solutions available in the market.”

Amit Khurana, Regional Manager – Sub-Continent Sales for IDEaS commented, “IDEaS is thrilled with Royal Orchid Hotels’ decision to implement our solution and we look forward to delivering the results clients expect when they partner with IDEaS.” He added, “Prior to proposing the IDEaS solution to Royal Orchid Hotels, IDEaS did a detailed analysis of the suitability of an automated Revenue Management system and came to the conclusion that all Royal Orchid hotels, regardless of the Room Inventory would gain from the IDEaS solution.”

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IDeaS Revenue Optimization chosen by Royal Orchid Hotels

About Royal Orchid Hotels

[Royal Orchid Hotels](#) is the largest hotel chain in Bangalore. It is present across three different categories of hotels enabling it to target top, middle & junior management of corporate clients.

The group currently has 9 hotels in Bangalore, Mysore, Pune, Jaipur & Hyderabad. Royal Orchid also has its own hospitality management institute which provides easy access to a ready pool of trained talent for keeping pace with the growing needs of the industry.

Royal Orchid is listed in the Bombay & National Stock Exchanges (BSE & NSE) and is governed by an independent board of eminent directors. It plans to have a nation wide presence by 2010 with properties coming up in Delhi, Chennai, Goa & Mumbai. For more information, visit www.royalorchidhotels.com.

About IDeaS

[Integrated Decisions and Systems, Inc. \(IDeaS\)](#) invented critical decision solutions that enable global organizations such as leading [hotels](#), airlines, car rentals, car parking, manufacturing, and transportation management companies to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

By providing [Forecasting](#), [Optimization](#) and [Pricing](#) solutions, coupled with [IDeaS' On-Demand Software](#) as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability.

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.

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