

-----FOR IMMEDIATE RELEASE



For additional information, please contact:

Star Bazella
Marketing Manager
Integrated Decisions and Systems, Inc.
+1 952 698 4200
Star.bazella@ideas.com
www.ideas.com

Firmdale Hotels Continues Roll-Out of IDEaS

Revenue Management Solution to Four More Locations

MINNEAPOLIS, MN & LONDON, UK – OCTOBER 31, 2007 –IDEaS, the leading provider of [hospitality revenue management and optimization](#) solutions and one of America’s fastest growing technology companies, announced today that Firmdale Hotels, pioneers of the boutique hospitality concept, has installed IDEaS V5i [On-demand revenue management solution](#) at the award winning Haymarket Hotel. It is the fourth installation in London for Firmdale this year.

“With IDEaS we were looking for ways to balance our needs for [strategic forecasting](#) and better capture more valuable longer staying guests, against our guest’s expectations of superior service in a hotel of unique looks and style and un-hinged availability. We succeeded in our desire to cleanly deploy strategic guest [optimization](#) in our first IDEaS installation at The Soho Hotel and experienced a significant revenue increase. We feel well positioned for the future growth expected by installing IDEaS’ revenue management system in additional hotel locations.” said Carrie Wicks, Operations Director for Firmdale Hotels.

Since 1985, Firmdale has owned, designed, built and marketed individually-designed boutique hotels throughout London. “As we came to understand the business goals of Firmdale Hotels, we were able to present a solution that helped them balance the demand at [various price points](#) against the diverse inventory of the hotels.” said Guy Barnes, Major Account Manager for IDEaS.

-more-

“IDeaS’ revenue management system provides us the ability to make valuable length of stay decisions ensuring that the best rate is achieved for maximum revenue potential.

“What’s more, with IDeaS’ integration to both our PMS and CRS we are reassured that our customers have rate parity however they choose to book with us”, added Carrie Wicks.

“IDeaS today has over 50 of the key hotels in London installed and over 400 hotel clients in UK” adds Uli Pillau, IDeaS Managing Director for EAME. “Our objective has always been to provide a long term value for customers using our next generation [Revenue Management and Optimization](#) solution, and IDeaS provides [forecasting](#), [optimization](#) and [pricing](#) to these hotels on a daily basis”.

Key Product Highlights: IDeaS in use at Firmdale Hotels

- IDeaS [Group Pricing](#) Module 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 [Multi-Property](#) Module allows authorized users to view data from multiple properties, and benefit from roll-up reporting in user-definable property groups.
- IDeaS [On-Demand 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 web 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.

About Firmdale Hotels

Comprising of 7 luxurious hotels and 5 restaurants and bars in London, each of the Firmdale Hotels standard of excellence and unique style of decoration have added up to a winning combination. [Firmdale Hotels](#) have received many awards over the years - most recently the ultimate accolade - the Queens 2006 Award for Enterprise in recognition of its outstanding achievement in international trade.

The hotels comprise The Pelham and Number Sixteen in elegant South Kensington, the Knightsbridge Hotel just a block from Harrods. Covent Garden Hotel, Charlotte Street Hotel and The Soho Hotel are all perfectly located in London's bustling West End. The newest hotel by Firmdale Hotels is the Haymarket Hotel, which opened 1st May 2007.

The hotels have about 50 individually designed rooms, with The Soho Hotel being the largest with 90 rooms.

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.

-#####-