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## **IDEaS Revenue Optimization names Klaus Kohlmayr, Hospitality specialist as new Director of Services**

**MINNEAPOLIS, MN & SYDNEY, AUSTRALIA – MAY 24, 2007** – IDEaS, the leading provider of hospitality focused revenue optimization solutions and one of the industry’s fastest growing technology companies today announced that Klaus Kohlmayr has joined the company as its new Director of Services.

“We are excited to have Klaus join the IDEaS team. Klaus adds significant breadth and depth to the existing professional services and consulting segment of our business. IDEaS has been dedicated to Forecasting, Pricing and Revenue Optimization Solutions since its inception and has a varied client base in hospitality, airlines, travel and transport as well as other verticals. We look to Klaus to further broaden IDEaS Services by providing solutions to efficiently optimize our clients’ revenue potential” said Grahame Tate, Managing Director, Asia Pacific.

Klaus joins IDEaS with a background of more than fifteen years in the hospitality industry. Most recently he served as the Director Revenue Management & Hotel Performance, Asia Pacific with the InterContinental Hotels Group. “I am thrilled to take a leadership role in the IDEaS Services business as the first choice in the industry for providing innovative and creative solutions to help our clients efficiently optimize their revenue potential. IDEaS Services will extend the renowned strengths of IDEaS in assisting clients building or enhancing their entire revenue culture.” said Klaus

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Joseph Martino, Senior Vice President of IDeaS adds: “We are very pleased to have Klaus join IDeaS in a leadership role as the continued extensibility of the IDeaS brand grows. The professional skill set that he affords our clients, ranging from business analysis, recommendations, lifecycle development to outsourcing solutions, reinforces IDeaS ability to deliver measurable benefits to our client base”.

Klaus has also held positions as Regional Manager, Revenue Management and Systems Planning for Six Continents Hotels, Europe and InterContinental Hotels in Paris and has held various positions in hotels in Vienna, Geneva and New York City. Klaus holds a Bachelor of Arts degree in Hotel Management and Catering.

Klaus is based in Singapore and can be reached at +6563299738 or [klaus.kohlmayr@ideas.com](mailto:klaus.kohlmayr@ideas.com).

### **About IDeaS**

[Integrated Decisions and Systems, Inc. \(IDeaS\)](#) is the leading provider of hospitality focused pricing and revenue optimization solutions. IDeaS products offer award-winning technical innovation paired with unsurpassed personalized support. Our products are specifically designed to provide hoteliers with a clear vision to their data, thereby giving them greater control over their business.

IDeaS primary market focus is the global hospitality industry. The Company’s clients include some of the most-prestigious companies in the world, including InterContinental Hotels Group, Hyatt International, Hilton International, Mandarin Oriental Hotel Group, Millennium Hotels and Resorts, Mövenpick Hotels and Resorts, Shangri-La, Kempinski, Conrad Hotels, Universal Orlando, Travelodge UK, Steigenberger Hotels and Resorts, The Venetian Resort Hotel Casino, 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](http://www.ideas.com) or call +1 952 698 4200.