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Mirvac Hotels & Resorts Celebrates Ten Years of Revenue Management Benefits with IDeaS

MINNEAPOLIS, MN & SYDNEY, AUSTRALIA – NOVEMBER 6, 2007 – IDeaS, the leading provider of [hotel revenue management and optimization](#) solutions and one of America's fastest growing technology companies, celebrates their ten year partnership with Mirvac Hotels & Resorts. Commencing with the first installations in 1997 at several properties in Sydney, Mirvac Hotels & Resorts has since deployed the IDeaS V5 Revenue Optimization System at selected Mirvac Hotels throughout Australia and New Zealand. In the past two years there have been additional rollouts of our Next Generation web based V5i On-demand version throughout the portfolio of Mirvac Hotels & Resorts.

“We started with IDeaS when we were both much smaller companies and viewed our relationship with IDeaS as a key partnership for Mirvac and our future growth to now 40 hotels and resorts. IDeaS as a company have evolved significantly as has the V5i Revenue Optimization System. IDeaS is the clear leader in [Hotel Revenue Management](#) and [Pricing Optimization](#) and we are proud of our relationship with them. We look forward to enhancing our partnership and working closely together as [demand management](#) and [pricing](#) continues to develop into the future.” said Shannon Knapp – Director of Revenue and Distribution Management – Mirvac Hotels & Resorts

“Mirvac is one of IDeaS early adopters and is a marquee client. Our relationship with them has been one of the keys to our success through open discussions and long term support. Mirvac has always approached our relationship as a close partnership and has taken an active role in our success. We look forward to another 10 years plus with Mirvac”. Said Grahame Tate IDeaS Managing Director Asia Pacific

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About Mirvac Hotels & Resorts

[Mirvac Hotels & Resorts](#) currently boast 40 stunning beachside, coastal, CBD and country retreat properties throughout Australia, New Zealand and the South Pacific.

Offering 4 - 5 star services and facilities, the choice of beautifully appointed guestroom, suite, and apartment and villa style accommodation and complemented by Day Spas, championship Golf Courses, award winning Restaurants and internationally famous wineries.

Renowned for its uncompromising level of service and attention to detail, Mirvac Hotels & Resorts has over 5,500 guestrooms, 300 superior meeting, convention and event venues and 3,000 experienced and friendly employees.

The right choice for business or for leisure, you will find such well known brands as Quay Grand, The Como, Quay West Suites & Resorts, Sea Temple Resorts & Spas, Cairns International Hotel, Sydney Marriott Hotel, The Sebel Hotels & Resorts, The Sebel Residence and Citigate Hotels, under the Mirvac umbrella brand.

Mirvac Hotels & Resorts is part of the [Mirvac Group](#), a leading integrated ASX-listed, real estate group with more than \$22.2 billion of activities under control across the real estate, funds management and hotel management spectrum. Established in 1972, Mirvac has more than 35 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

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.

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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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