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IDEaS Revenue Optimization Announces Strengthened Partnership with Orient-Express
V5i Forecasting Solution to be Deployed in 18 Additional Locations

IDEaS Revenue Optimization, the leading provider of pricing, forecasting and optimization solutions and services, has today announced a strengthened partnership with Orient-Express (www.orient-express.com), the world-renowned hotel and travel company.



Following on from a successful deployment of the IDEaS V5i Revenue Management Solution in a number of Orient-Express properties since being first installed in The Observatory -- Sydney in 2003, the company has decided to continue its commitment to a strong culture of revenue management by deploying the recently launched IDEaS V5i Forecasting Solution in an additional 18 hotels, to combine the automation of estate-wide forecasting with up-to-the-minute real time reporting capabilities.

"Our continuing relationship with IDEaS enables us to gain a distinct competitive advantage across our luxury hotels throughout the world, through revenue management automation," said Shawn K. Jereb, Corporate Director of Revenue Management for Orient-Express.

According to Guy Barnes, Major Account Manager- EMEA for IDEaS, "We are delighted to be further supporting Orient-Express as a core component of their developing Revenue Management Strategy. With the delivery of IDEaS V5i Forecasting, we are able to support hotels and hotel groups that are not ready to utilize a fully automated revenue management solution but who have recognized the value from estate wide revenue management forecasting and business intelligence. We very much welcome the opportunity to extend our partnership with a luxury hotel group with the history of Orient-Express and are excited to be able to support more of their hotels on their revenue optimization journey."

With the announcement of this extensive rollout, there is now an IDEaS Revenue Optimization Solution in operation in 22 of the 35 hotels that make up the Orient-Express global portfolio, ensuring that each property is fully supported in maximizing its revenue potential every day.

"As a luxury hotel operator with a goal of delivering a collection of unique experiences, not all our brands were a perfect fit for IDEaS' full automated hotel revenue management solution. I was very pleased when IDEaS introduced V5i Forecasting, which was suited to provide our entire estate with the proven forecasting methodology that we had experienced in our properties with the full suite product IDEaS V5i. I am confident this solution will take us to the next level of revenue management and am happy to be one of the first to install this new product, in such a manner" added Jereb.

About Orient-Express | Orient-Express is a hotel and travel company focused on the luxury end of the leisure market with many iconic and highly acclaimed properties. Beginning in 1976 with the acquisition of the legendary Hotel Cipriani in Venice, Orient-Express has grown to encompass 51 businesses, including 41 highly individual hotels across five continents, two restaurants, two river cruise operations and six tourist trains, including the fabled Venice Simplon-Orient-Express which operates through Europe, linking London, Paris and Venice. Orient-Express chooses to own or part-own and manage its businesses, and continues to seek out unique properties with expansion potential and to introduce new experiences, restoring romance, glamour and style to international travel.



About IDEaS Revenue Optimization | IDEaS, a SAS COMPANY, is the premier provider of Pricing, Forecasting and Optimization solutions and services. IDEaS' Solutions are implemented via Software as a Service (SaaS) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. IDEaS' Services help at all levels of a client's organization—strategic through operational—and our integrated approach differentiates IDEaS from the competition and creates the foundation for a successful partnership. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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