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23 June

IDEaS Announces Third Round of Winners of IDEaS Cornell Revenue Management Scholarship

IDEaS Revenue Optimization, the leading provider of **pricing, forecasting and optimization** solutions and services, today announced the third round of **IDEaS Cornell Revenue Management Scholarship** winners. Winners include Ranen Lardent -- revenue manager at Harrah's Entertainment, Anu Pietilainen -- revenue manger at Radisson Plaza Hotel Sydney, and Kelly Andrews -- cluster revenue manager at Hilton Worldwide. The Scholarship Panel at the Cornell University School of Hotel Administration selected the recipients based on demonstrated excellence in revenue management and desire to enhance their profession.



"Revenue management professionals today are taking the lead on giving ho a competitive edge. We're extremely encouraged by the level of talent, engagement and genuine concern about improving hotel operations from ou scholarship applicants and winners," said Linda Hatfield, vice president of product management, IDEaS. "Just as we strive to educate and inspire rever management professionals to move the industry forward, they equally inspiri us."

The scholarship program, funded by IDEaS, offers hospitality professionals worldwide the opportunity to gain an online Revenue Management certificati from Cornell University. Scholarship recipients get paid registration to five eCornell courses, leading to a Cornell online certificate in Hotel Revenue Management.

"I share IDEaS' excitement about bringing to light the importance of appropri pricing and revenue management," said Lardent. "As someone who manage revenue from a guest rate and player value perspective, the lessons and bes practices I'll take from this opportunity will be extremely valuable to my organization."

"Looking back on what I gained from the eCornell Revenue Management Certification program, I feel I now take a more structured approach towards 1 entire subject of revenue management," said second round winner Sameer Singh, front office manager, Trident Chennai. "It has helped in breaking dow the entire process in smaller simpler tasks and logical steps."

"Since revenue management extends beyond just software, it is imperative t understand and utilize the lessons learned from this program to maintain a

successful overall revenue management culture in not only my hotel, but across the entire estate," added Andrews.

The application deadline for the second-half-year 2010 Scholarship Program **Monday, October 18, 2010**. For more information about the IDEaS Cornell Revenue Management Scholarship Program and applicant eligibility, please visit: <http://www.ideas.com/scholarship>.

About IDEaS Revenue Optimization | IDEaS, a SAS COMPANY, is the premier provider of Pricing, Forecasting and Optimization solutions and services. IDEaS' Solutions are implemented 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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