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## **Umstead Hotel & Spa Selects IDEaS Revenue Optimization to Enhance Revenue and Profit**

**Minneapolis, Minn., January 7, 2009**– IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, today announced that The Umstead Hotel & Spa, recipient of a 2008 AAA “Five Diamond Award”, selected its IDEaS V5i pricing and revenue management solution to optimize revenue and profit. IDEaS V5i will provide forecasting, optimization and pricing solutions as an on-demand Software as a Service (SaaS) application.

“We’ve understood the benefit of an automated revenue management system for a long time, and knew we needed the most advanced technology to manage through these challenging conditions, especially as an independent hotel,” said Brent Dexter, director of revenue management, Umstead Hotel & Spa. “We chose IDEaS V5i because its unique software as a service model provides on-demand access to data. This will allow us for example to access real-time forecast information from a laptop during a meeting and immediately make business decisions. We also liked that the solution considers profitability and ancillary revenue, and that it integrates with all of our distribution systems and partners, including The Leading Hotels of the World®.”

“We are excited about working with an elegant five-diamond property like the Umstead Hotel & Spa,” said Bernard Ellis, managing director, IDEaS. “We look forward to a long relationship with the Umstead, and helping it maintain its market leadership with the discerning clientele of North Carolina’s Research Triangle.”

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### **About IDEaS Revenue Optimization**

IDEaS, a SAS COMPANY, is a premier provider of enterprise pricing and revenue optimization solutions and services, and the recognized leader in the hospitality industry. IDEaS' V5i hospitality solution provides a complete revenue optimization and pricing solution on a Software as a Service (SaaS) basis. The solution, which is currently used in over 1,200 properties globally, takes highly analytical processes and provides the output in a simple to deploy, easy to learn, and customizable environment for business users. Visit us at [www.ideas.com](http://www.ideas.com)

### **About Umstead Hotel & Spa**

As a member of Leading Hotels of the World and Leading Spas of the World, The Umstead Hotel and Spa offers unparalleled luxury in an environment that expresses an appreciation for the arts and embraces the wonders of nature. The 2008 AAA "Five Diamond Award" winning hotel is six minutes from RDU International Airport and centrally located to all area attractions in Downtown Raleigh, Chapel Hill, Durham and Research Park. The Umstead Hotel & Spa is also the premier venue for elegant weddings, meetings and conventions as well as a destination for executive retreats. Enjoy our full service spa, collection of artwork, golf at Prestonwood Country Club, spacious guest rooms, Afternoon Tea service or dining in our 2008 "Four Diamond Award" winning signature restaurant, Herons. Whether traveling on business or looking for a relaxing escape The Umstead Hotel & Spa is the hotel of choice for discerning guests.

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