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Royal Garden Hotel in London to install IDeaS Revenue Optimization

London, UK and Minneapolis, MN – FEBRUARY 21, 2007 – IDeaS, the leading provider of revenue optimization solutions and one of the industry’s fastest growing technology companies today announced that Royal Garden Hotel, a five star luxury hotel located in London, has signed an agreement with IDeaS to install IDeaS V5i revenue optimization solution.

The selection of IDeaS came after using a recommendation system for the past three years. “IDeaS references and experience in the London market, the robust and easy to use user interface as well as the science behind the forecasting and optimization engine made IDeaS the ideal choice for our next generation revenue management system,” said Graham Bamford, General Manager for the Royal Garden Hotel. “In addition to the system, their service reputation is great – something you really want to take into the equation when selecting a partner for such an important solution and a long term commitment”, Graham added.

“The Royal Garden Hotel went through a lengthy review process of systems available in the market. After having used another system for the past 3 years, they are now ready to move to a next generation system and benefit from additional benefits such as automated decisions, group forecasting, Best-Available-Rate suggestions and many more.” said Fabian Specht, Director IDeaS International, EAME “We look forward to working with the team at the Royal Garden Hotel to make this installation a big success for them”

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Key Product Highlights: IDEaS in use at the Royal Garden Hotel

- IDEaS **Group Pricing** is designed to help hoteliers evaluate group requests, analyze displaced revenues, find alternative dates and include ancillary revenues and costs for a total value assessment.
- IDEaS **Best Available Rate (BAR) Module** is designed to help the hotelier answer the challenge of what rate to quote to the unqualified guest. Price too high and lose the guest; price too low and compromise your revenue. The IDEaS pricing engine selects the optimal rate with the highest probability of selling based on arrival date and length of stay.
- IDEaS web based delivery was designed to provide a faster, easier and more cost effective deployment method for hoteliers of any size and in any location in the world. **IDEaS ASP web deployment** method offers hoteliers the best of both worlds, our award-winning technology delivered in an easy to purchase, faster to learn and conveniently supported way. IDEaS' web delivery provides all the benefits of IDEaS' technology with none of the encumbrances inherent in a traditional software purchase.

About Royal Garden Hotel

[The Royal Garden Hotel](#) opened in 1965 and was an official hotel for the FIFA World Cup. More recently, the property hosted the Cricket World Cup (1999) and the ICC Champions Trophy (2004). From Sir Bobby Charlton to current day soccer stars, from leading Japanese sumo wrestlers to cricketer Steve Waugh, The Royal Garden remains the international sportsperson's London hotel of choice.

But it also has its rock star heritage. This has much to do with the location on High Street Kensington where swinging London took off in the 1960s. At that time, guests included Sonny and Cher, Abba and the Monkees. Contemporary pop acts and opera divas still

like to stay here, with nearby venues, including the Royal Albert Hall, within a five-minute walk.

From 1994 to 1996, the hotel was completely renovated, assuring its status as a major five-star for the capital. It also became the first in London to offer high-speed Internet access in every guest room.

Today, the hotel remains privately owned, with two sister properties in Singapore – The Goodwood Park Hotel and York Hotel. For more information, visit www.royalgardenhotel.co.uk/

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 Hotels & Resorts, 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 or call +1 952 698 4200.