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IDEaS Consolidates its Commitment to Revenue Management Industry Education with the IDEaS Academic Partner Program

Minneapolis, Minn., June 23, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced its Academic Partner Program. The program provides qualifying universities access to IDEaS’ premium repository of revenue management tools and resources, including the [IDEaS V5i products](#), and one-on-one mentoring with IDEaS executives during the academic calendar year.

“IDEaS is proud to help expand the learning experience for hospitality students,” said Linda Hatfield, vice president of product management and marketing, IDEaS. “Backed by the knowledge of our IDEaS Learning System, students at all levels will be better equipped to succeed in the practice of revenue management, ultimately furthering not only themselves, but the hospitality industry.”

“The [IDEaS Academic Partner program](#) and specifically the use of IDEaS V5i products within our courses allow students to connect our theoretical models to systems in practice,” Chris Anderson, Professor, Cornell University, explains. “We are using the system in numerous settings with undergraduate students, graduate students and executives.”

“Our partnership with IDEaS through the Academic Partner Program provides a challenging and innovative way for combining theory and hands-on practice in Revenue Management,” said Horatiu Tudori, Revenue Management Professor, Head of Academic Sector for Ecole hôtelière de Lausanne. “During the academic year 2008-09, IDEaS V5i has been used for both the undergraduate and the Master in Hospitality Administration programs. The feedback we have received from the participants confirms the quality and the value of the choice we made.”

To date, nine internationally recognized academic institutions have signed up for the IDEaS Academic Partner Program. The goal of the IDEaS Academic Partner Program is to help move the revenue management industry forward by empowering both students and graduates with knowledge to impact the industry. For more information about the Academic Partner Program, please visit <http://www.ideas.com/index.php/company/partners/academic-partner-program> .

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' Advantage and IDEaS for Success 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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