

-----FOR IMMEDIATE RELEASE



For additional information, please contact:

Mulberry Marketing Communications  
Megan Davidson  
[mdavidson@mulberrymc.com](mailto:mdavidson@mulberrymc.com)  
+1 312 664 1532

IDEaS Revenue Optimization  
Star Bazella, Marketing Manager  
[star.bazella@ideas.com](mailto:star.bazella@ideas.com)  
+1 952 698 4200

## **IDEaS Revenue Optimization and Brilliant Software Complete Certified System Integration**

**Minneapolis, Minn., June 22, 2009**– IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services today announced the immediate availability of a certified integration with Brilliant Hotel Software’s PM PRO front desk solution and [IDEaS V5i](#) revenue management solution. The integration offers joint clients and future prospects a seamless, simple way to boost hotel operational efficiency while increasing revenues.

“The integration between Brilliant and IDEaS has significantly simplified the process of managing operations for our valued global clients,” said Ulrich Pillau, vice president, Europe, Africa and Middle East, IDEaS. “In the current global economy, our existing and future clients will benefit from the combined strengths of these systems, allowing time to make more strategic decisions to stay ahead of competitors.”

“Blending our leading PMS technology with the IDEaS V5i, quite simply, makes our clients’ jobs easier,” said Patrick van der Wardt, managing partner, Brilliant Hotel Software. “Critical [forecasting, pricing](#) and distribution channel information no longer needs to be found through separate independent systems, but all in one place.”

### Key Product Highlights:

- IDEaS Best Available Rate (BAR) Module is designed to help the hotelier answer the challenge of what rate to quote to the unqualified guest by selecting the optimal rate with the highest probability of selling based on arrival date and length of stay.
- IDEaS Reports highlight business trends and exceptions, review booking paces and showcase results of marketing activities as well as revenue management control reports.

- IDeaS hosted [Software as a Service \(SaaS\)](#) platform provides a faster, easier and more cost effective deployment method for hoteliers of any size and in any location in the world.
- [IDeaS for Success](#) is a project management and client services program, developed to ensure the successful implementation, continuing support and return on investment of IDeaS' industry leading solutions.
- Brilliant PM PRO user interface is a multilingual, tool bar for visual system navigation which features a drag and drop usage of the mouse, multiple user designated data fields in reservation and guest information databases.
- Brilliant PM PRO CRM functionality features guest and document management with guest history and a marketing/mailing module.
- Brilliant PM PRO Reservations feature single and group bookings, allotments and travel agent bookings, as well as a history of reservations.

#### **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](http://www.ideas.com).

#### **About Brilliant Software**

Brilliant Hotel Software is an internationally acclaimed software developer specializing in products for the hospitality industry. Primary products include Brilliant PMPRO for Hotel Front Office operations and Brilliant POS+ for Food and Beverage operations. Brilliant corporate headquarters are based in the Netherlands, with subsidiary offices in the USA, UK and Germany. With over 3,000 installed systems worldwide, Brilliant Hotel Software continues to lead the hospitality industry with proven technology and world-class support. Brilliant Hotel Software provides integrated solutions for the world's three largest brand names, including Wyndham Hotels Worldwide, Best Western International and IHG. For more information, please contact David Steerenberg at +1 +1 678 904 9533 for the USA; Patrick van der Wardt at +31 318 588 999 for Europe or visit [www.myhotelsoftware.com](http://www.myhotelsoftware.com)