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The Landmark London Selects IDEaS to Deploy Industry Leading Revenue Management System

IDEaS Reinforces its Presence in the Luxury Hospitality Segment

LONDON, UK – OCTOBER 27, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced that The Landmark London will deploy the [IDEaS V5i](#) revenue management solution to optimize its pricing strategy.

One of the finest five-star hotels in London, and quoted as one of the best hotels in the world, The Landmark London is a sister property of the newly renamed London Lancaster (formerly The Royal Lancaster), a four-star hotel which is already successfully using the IDEaS V5i solution. With a view to strategically improve revenue management practices and overall profitability, The Landmark London felt it was the right time to move to a more dynamic solution provider such as IDEaS from their current system, in order to deliver improved forecast accuracy and pricing.

“The outstanding results obtained by the Royal Lancaster, and the excellent reputation IDEaS boasts among five-star hospitality environments in London, were amongst the reasons why we decided to implement the IDEaS V5i solution at the Landmark as well,” said Sally Beck, Director of Marketing at The Landmark London.

IDEaS V5i was deployed via [Software as a Service \(SaaS\)](#), with Sally Beck highlighting a number of key functionalities as particularly beneficial to The Landmark London, “The

Group Evaluation tool is a perfect fit for our facility; as groups constitute about 30% of our business and, therefore, it is paramount for us to manage them efficiently. In addition to that, the Best Available Rate (BAR) module with Rate Shopper Integration provides essential assistance in making [pricing](#) decisions while incorporating competitive rate information.”

“This new partnership reinforces IDeaS’ strength in the London luxury hospitality market, and we are confident that The Landmark London will provide an important benchmark for other high profile properties within the area,” said Cheryl Hawksworth, Sales Manager for the UK and Ireland, IDeaS. “It also secures IDeaS’ reputation of working with the Leading Hotels of the World, as an increasing number of globally renowned hotels are recognizing IDeaS’ leadership in providing the latest hotel technology. Therefore, we feel very well positioned for future growth in this market segment.”

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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