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## **IDEaS Revenue Optimization and Multi-Systems Inc. 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 availability of a certified integration with MSI’s WinPM property management solution. The integration offers joint clients and future prospects a seamless, simple way to boost hotel operational efficiency while increasing revenues.

“With the availability of the MSI/IDEaS integration, our joint clients will benefit from the unrivaled strengths of both products with the assurance of compatibility,” said Linda Hatfield, vice president of product management and marketing, IDEaS. “Our goal remains to provide our clients technology that makes their jobs easier, boosts organizational efficiency, and increases revenue and profits.”

"With the launch of the one way interface, coupled with the shared vision for the future, our joint clients will have the ability to accurately view yield recommendations from [IDEaS V5i](#), based on up-to-date information provided by the property management system, enabling them to effectively deploy and manage pricing controls that will increase profitability “said Laura Kirby Meck, chief marketing officer, MSI.

### 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.
- MSI's "true" three-tier architecture allows for fast and efficient enhancements.
- The MSI Windows2000 platform enables native integration to all Windows applications.
- MSI Win PM allows backups and end-of-day work to be done "behind the scenes," taking full advantage of the Microsoft SQL Server database benefits.

### **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 Multi-Systems Inc.**

**MSI (Multi-Systems Inc.)** has been empowering the lodging industry with the highest quality hotel technology products and services since 1991. With an installed base of approximately 3,000 hotels and resorts throughout North America, MSI is one of the largest privately-held providers of fully-integrated property management, sales and catering, point of sale, web booking and centralized corporate services for economy to luxury lodging properties. For more information, visit [www.msisolutions.com](http://www.msisolutions.com).