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The Lenox Back Bay Boston Selects IDEaS Revenue Management System

MINNEAPOLIS, MN – JULY 27, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced that Boston's Lenox Hotel, a member of Historic Hotels of America (HHA) – a Preferred Hotel Group brand, has chosen [IDEaS V5i](#), a unique [forecasting](#) and [pricing](#) tool, to ensure increased profitability in a competitive marketplace.

“After a thorough review of the market and an extensive Request for Proposal (RFP) process, we confidently chose IDEaS because of its clear industry leadership,” said Colin O’Donnell, area director of revenue management, Saunders Hotel Group. “We were impressed with IDEaS’ complete product offering versus its competitors, particularly with the IDEaS V5i Decision Upload capability for our existing transaction systems.”

The Lenox Hotel Boston will deploy the IDEaS V5i [Software as a Service \(SaaS\)](#) revenue management solution in the summer of 2009, equipped with forecasting capabilities, the Best Available Rate (BAR) module, Group Pricing Module, and the Sales and Catering Integration, which is easily compatible with the hotel’s existing Newmarket Delphi System.

“We’re pleased to expand our Preferred Hotel Group (PHG) relationship to include The Lenox Hotel Boston,” said Garth Peterson, regional director of sales, IDEaS. “We look forward to a long, productive relationship with The Lenox, helping it to optimize revenues and continue to maintain an edge on its competitors.”

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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