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Republic Polytechnic of Singapore signs IDEaS Academic Partner Program Agreement

Leading global provider of hotel revenue management solutions to provide educational tools and resources to leading Singapore academic institution

SINGAPORE – DECEMBER 2, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced that Republic Polytechnic of Singapore has signed an agreement to become a member of the [IDEaS Academic Partner Program](#).

The agreement with Republic Polytechnic of Singapore is a first for an academic body in Asia and highlights IDEaS' commitment to furthering industry education and hotel revenue management best practice in the region.

The IDEaS Academic 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.

“The Republic Polytechnic School of Hospitality endeavours to prepare our students for the real rigours of the industry. Our faculty, who used to be managers of international hotel chains, in consultation with our industry partners, notes that IDEaS is the preferred revenue management tool for this purpose,” Said Dr. David Kwok, Chair, Academic Excellence Committee School of Hospitality Republic Polytechnic. “This collaboration with IDEaS will provide our students with the necessary technical skills and knowledge in Revenue Management, which are highly sought after in the industry globally.”

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Republic Polytechnique Academic Partner Program Announcement

“IDeaS is excited about the prospect of assisting students of Republic Polytechnic in Singapore and helping them to gain further insight into the practical applications of revenue management within the hospitality sector,” said Grahame Tate, Managing Director of IDeaS Asia Pacific. “By better equipping these students with the right technical knowledge, Republic Polytechnic is helping ensure the next generation of hotel revenue management professionals in Asia are ideally placed to operate under a range of conditions for the best possible result.”

To date, twelve 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>

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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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