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***SAS and IDEaS to Unveil the Integration of Campaign Manager and IDEaS RMS
at 2009 Eye for Travel Distribution Summit***

Australia, March 26 2009 – IDEaS Revenue Optimization, the leading provider of [revenue management and optimization](#) solutions and services and SAS, the leader in [business analytics](#), will unveil in an APAC industry first, a powerful a powerful toolset combination offering at the [2009 Eye for Travel Distribution Summit](#).

A practical workshop combining Revenue Management aware campaigns and campaign aware Revenue Management techniques will be held on the 1st of April 2009, which will demonstrate the benefits of using advanced analytics. The workshop will be hosted by:

- Luke Soon, Principal, Customer Intelligence Practice Field Strategy and Support, SAS Asia Pacific.
- Steve Pinchuk, General Manager Profit Optimization Division, SAS.

“Revenue Management belongs deeply embedded with Sales and Marketing and the SAS and IDEaS joint offering provides the vital link required to unite a hotels revenue management tools with their sales and marketing processes” said Steve Pinchuk, General Manager Profit Optimization Division SAS.

This workshop will examine why it is integral to the success of a hospitality organization that their revenue management systems are embedded in the overall sales and marketing process. By synchronizing demand generating and demand controlling functions, hotels will be able to sustain their overall profitability during these uncertain economic times.

“This is a brand new offering to the wider hospitality industry, at a time when revenue optimization is vitally important. The seamless combination of Revenue Management analytics and marketing techniques in a manner which has never been seen before” explained Grahame Tate IDEaS, Asia Pacific, Managing Director.

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IDeaS RMS at 2009 Eye for Travel Distribution Summit***

For those interested in attending this workshop at the 2009 Eye for Travel Distribution Summit, please refer to <http://events.eyefortravel.com/tdsasia/revenue/agenda.asp>. The discussion will be facilitated by Luke Soon and Steve Pinchuk and will be held on **April 1 at 1pm**.

About IDeaS Revenue Optimization

IDeaS, a SAS COMPANY, is the premier provider of enterprise revenue optimization solutions and services. IDeaS can help make an immediate impact on company revenue and profitability with its forecasting, optimization and pricing solutions. 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.

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers improve performance and deliver value by making better decisions faster. SAS gives you THE POWER TO KNOW[®]. For more information, visit www.sas.com

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