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# IDEaS™

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## **IDEaS Selected by Mandarin Oriental Hotel Group as Exclusive Revenue Management Solutions Partner**

**London, UK – 25<sup>TH</sup> OCTOBER, 2012** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that on the back of a successful 11-year partnership, the company has signed a three year exclusive commitment with Mandarin Oriental Hotel Group to be their sole revenue management solutions partner. As part of this agreement, the [IDEaS Revenue Management System \(RMS\)](#) will be implemented in the Group's Barcelona property and in additional hotels as the Group continues to grow.

The luxury hotel group's flagship property, Mandarin Oriental, Hong Kong, was the first in the portfolio to utilise the IDEaS RMS. Today, the IDEaS RMS is deployed in 17 Mandarin Oriental hotels throughout Europe, Asia and North America. Cordula Laemmermann, Vice President of Global Revenue and Distribution Management at Mandarin Oriental Hotel Group said, "IDEaS' solutions deliver robust demand forecasts, enabling our revenue directors on property to make effective decisions and thus maximise revenue for the Group in the long-term. We feel confident that IDEaS will continue to invest in its solutions and with that remain the industry's leading revenue management solutions provider. Therefore, signing the 3-year exclusive commitment to IDEaS was a natural and easy decision to make."

Mandarin Oriental Hotel Group's portfolio consists of hotels in high-profile destinations all over the world – each with its own unique marketplaces and operating conditions. The ability to select modules within the IDEaS RMS enables each Mandarin Oriental property

The luxury hotel group marks over a decade of first-class revenue management support to tailor its revenue management system specifically to the individual needs of the hotel, to drive better revenue.

Commenting on the announcement, Fabian Specht, Managing Director – EMEA at IDEaS, said, “Mandarin Oriental Hotel Group’s exclusive commitment to IDEaS is a testament to their long and successful partnership with us, and a strong tribute to the fact that, at IDEaS, we continue to invest in our clients throughout the relationship.”

### **About IDEaS**

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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