

FOR IMMEDIATE RELEASE

AB Hotels Deepens Relationship with IDEaS

Luxury hotel group first to utilise new integration between IDEaS RMS and Avvio's Convert5 booking engine

LONDON, UK – 28 January 2014 - [IDeaS Revenue Solutions](#), a SAS company and the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, today announced that AB Hotels, the luxury hotel group based in the UK, will be the first to implement the new, certified integration between the industry-leading IDEaS Revenue Management System (RMS) and Avvio's Convert5 online hotel booking engine.

As a result of this integration, AB Hotels is now able to deliver Daily Best Available Rate (BAR) and BAR by Length of Stay decisions provided by IDEaS RMS to their Convert5 online booking platform. Convert5 updates IDEaS RMS, via the hotel's property management system, with occupancy data updated with the bookings made on the hotels' website.

Many hotels prefer guests to book through their own direct channels, such as the hotel's website, because it represents the lowest cost of sale. Avvio's Convert5 booking engine has been designed to improve conversion rates at every stage in the booking process. Crucially, Convert5 indicates the rate sensitivity of each potential customer – helping refine the pricing decisions provided by IDEaS RMS. The next phase of the integration will be to develop additional controls, such as Last Room Value (LRV) recommendations – providing Avvio's clients with yet more of IDEaS RMS' signature controls.

"AB Hotels is pleased that Avvio's Convert5 is certified with IDEaS RMS, and we look forward to seeing the benefits this integration brings to our business. Convert5's reporting on price sensitivity per customer, combined with IDEaS RMS' pricing decisions on Daily BAR and BAR by Length of Stay, will enable us to improve our pricing strategy and conversion rates on our direct online channel," said Rafi Bejerano, Director at AB Hotels.

"Effective revenue management and pricing decisions are crucial to conversion rate optimisation via the direct online channel. We are pleased to be able to offer Convert5 clients integration with

IDEaS RMS to enhance the hotel's unqualified rate strategy online. We believe this will improve hotels pricing competitiveness and conversion rates," said Frank Reeves, CEO at Avvio.

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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 a 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.

About Avvio:

Since 2002, Avvio has applied a scientific approach to booking conversion, constantly pushing the boundaries of hotel booking engine technology to increase revenues for clients via the direct online channel.

Avvio's on-going commitment to developing unique innovations in booking engine technology and conversion-analytics guarantees hotels unprecedented website conversion rates, which when coupled with Avvio's performance based services in digital marketing, firmly positions your hotel to succeed in driving lower cost bookings in an increasingly competitive online distribution space.