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IDEaS and Availpro Integration Set to Streamline Processes and Drive Growth

***IDEaS RMS integration with Availpro Smart Channel Manager allows hotels
to automate and increase rate distribution to online booking channels***

LONDON, UK – OCTOBER 29, 2013 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced the certified integration between the IDEaS Revenue Management System (RMS) and Availpro's Smart Channel Manager.

Joint clients will now be able to benefit from faster, automated and increased rate distribution to online booking sites through one simple and efficient interface. Daily Best Available Rate (BAR) decisions will be made by IDEaS RMS, and once approved these rates will be pushed to Availpro's Smart Channel Manager and Booking Engine, and consequently forwarded on to online travel agencies and to hotel website.

This integration will ensure streamlined processes by eliminating the need for revenue managers to undertake laborious, manual data entry to distribute their rates – instead allowing them to focus on more strategic tasks aimed at boosting revenue growth. The partnership is especially advantageous given the ever-increasing use of multiple online booking channels.

IDeaS RMS integration with Availpro Smart Channel Manager allows hotels to automate and increase rate distribution to online booking channels

Hotel Bristol, in Geneva, Switzerland, a mutual client of Availpro and IDeaS, has already seen the results of the partnership. “This integration is crucial in our daily pricing management, and it significantly reduces both the time spent and potential discrepancies in our revenue management and e-distribution strategies,” said Patrick Vuillermoz, Revenue Manager at Hotel Bristol. “This step has further strengthened our trust in the development teams at both IDeaS and Availpro. It has also brought with it excellent opportunities in upcoming projects at Hotel Bristol – my congratulations to everyone involved in this successful partnership.”

Kevin Smith, Director of Product Integrations at IDeaS commented: “This integration will hugely benefit revenue managers – allowing them to forego lengthy, administrative activities in favour of strategic ones which are aimed at driving better revenue and growing their business.”

“We are delighted to work with IDeaS to provide our mutual clients with reliable, seamless connectivity which will save time and energy by automatically uploading their rates,” said Antoine Buhl, CTO at Availpro. “Partnering with the leading provider of pricing and revenue management software confirms our ambition of becoming a major European player in the travel technology industry. It also allows us to identify possibilities of new geographical developments and targeted acquisitions.”

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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

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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 Availpro

Availpro is the all in one online solution published by Siriona S.A. which allows independent hotels, hotel chains and apart hotels to sell their rooms directly through their own websites, their Facebook pages (using the Availpro booking engine) but also through e-distributor partner sites (Booking, Expedia, etc.) and Global Distribution System (GDS). Management of all e-distributor channels is performed by a single extranet system: Availpro. Thousands of hotels use Availpro. Since being founded in 2001, 10 million room sales have been processed by the Availpro system, representing a total of €1 billion.

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