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FOR IMMEDIATE RELEASE

IDeaS Announces Partnership with Association of Serviced Apartment Providers in the UK

LONDON—December 3, 2014 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced a major new partnership with the Association of Serviced Apartment Providers (ASAP).

James Foice, Managing Director of ASAP, explains: "The serviced apartment sector is continuing to expand at a rapid pace with ASAP members already planning to open more than 500 new apartments in 2015 and, as the market evolves, we want to ensure we partner with suppliers who can provide tangible and sustainable benefits to our members."

For 25 years IDeaS has served more than 6,000 clients in 94 countries. IDeaS has a solid track record of solving the revenue management challenges across the hospitality industry and is already working with several major serviced apartment brands across the globe.

Cheryl Hawksworth, sales director at IDeaS – UK & Ireland, adds: "With strong demand forecast and predictions for the serviced apartments sector to reach pre-recession peak, it is essential that revenue is managed to fully exploit these opportunities. We are delighted to be able to partner with ASAP and look forward to helping their members enhance their RM strategies."

About IDeaS

Celebrating 25 years of excellence in the hospitality industry, 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, Minn. with a global technology center located in Pune, India, IDeaS maintains offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

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