

Press Release

IDS NEXT launch 'Easy' Initiative for Hoteliers Worldwide

Reinvents itself to offer easy to adopt hospitality technology

Bangalore, India 13, March 2012 — IDS NEXT, leading provider of ERP and holistic technology solutions for the hospitality and leisure industries, today announced roll out of their new identity - *'The Future Looks Easy'*. This new positioning and strategy showcases IDS NEXT's commitment to helping hoteliers with end-to-end technology solutions that can be leveraged quickly and easily.

The new branding communication encapsulates the benefits of IDS NEXT, which has pioneered the concept of One Stop Shop for hospitality technology. With offerings that span software, hardware and maintenance, the hospitality industry across market segments now has access to people who are easy to work with; products that are easy to install, use and maintain; and services that are easy to access.

"This is a fundamental change in the way technology is looked at in the hospitality industry. IDS NEXT has always offered solutions to meet not only current but futuristic needs as well. The 'Easy' concept is a continuation of our attempt to make adoption and deployment of technology fast and simple for our customers" said Mr. Suresh John, Chief Executive Officer & Managing Director of the 25 year old holistic technology provider.

IDS NEXT as a single technology partner provides user-friendly, intuitive solutions that are robust yet sophisticated to offer rich business intelligence. One of the biggest advantages is that IDS NEXT's solutions do away with negotiating with multiple vendors and allow hospitality properties to opt for comprehensive, highly integrated solutions. The backing of IDS NEXT's solutions allows hotel staff to focus on their core competencies and provide enhanced guest services.

"In a time when technology is getting complex, jargonistic and specialized, IDS NEXT's expanding portfolio of services focus on the delivery of 'Easy' to use solutions for hoteliers. Our solutions have been developed so customers can seamlessly access an application immediately after installation. Our endeavour is to continue to give our customers a hassle free user experience." said *Mr. Suresh John*. "IDS NEXT sees its hospitality technology solutions as user-friendly, and can be operated by those with even limited exposure to IT. IDS NEXT has refined its applications to be empowering, and we would like our customers – potential and current to experience this difference."

While customers will experience the 'easy' branding of IDS NEXT in the intuitive and user friendly product interfaces, the external strategy will be driven through the corporate website which will convey the message through creative and innovative chalkboard drawings – symbolic of the ease with which the solutions can be adopted and used. The new identity is currently reflected in the official company website www.idsnext.com, and on their social media properties – [Facebook](#), [Twitter](#), [LinkedIn](#) and [Google +](#).

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About IDS NEXT

IDS Softwares Pvt. Ltd. “IDS NEXT”, is a global leader in providing ERP and total technology solutions for the Hospitality and Leisure industries. With a track record that spans 25 years, it has earned the trust of over 3000 customers globally with a strong presence in 40 countries across South Asia, Middle East, Asia Pacific and Africa. In India, the company is the premier leader in hospitality technology solutions and has the largest installed software with over 1700 installations. IDS NEXT’s clients include Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, Ramada Hotels, ETA Star, Ramee, Sterling, Choice Hotels International, Swissôtel, Aitkens Spence, John Keells Group, and many more.

IDS NEXT’s portfolio of capabilities include Strategic Consulting, Business Outcome Services, Custom Design and Development, Total Technology Solutions and a range of next generation software products that addresses the hospitality industry, such as independent hotels, chain hotels, business hotels, resorts, clubs, service apartments, limited service, spas, cruise liners and restaurants.

For further information please visit <http://idsnext.com/>

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