



PRESS RELEASE

IDS SOFTWARES LAUNCHES CTI APPLICATION FOR HOSPITALITY INDUSTRY An Effective Technology for prompt response to guest requests

Bangalore, April 16, 2009: IDS Softwares Pvt. Ltd (IDS), global leader in providing integrated IT solutions for the hospitality sector, today announced the launch of CTI (Computer Telephony Integration) application, for hospitality professionals in India and overseas. IDS Softwares is one of the first Indian enterprise to make this technology available to the hospitality industry.

CTI Application is a technology that allows interactions on a telephone and a computer to be integrated or co-coordinated. With this technology, an executive or agent can receive or make calls through a computer. This trained user then helps enhance guest service during their stay at the hotel.

IDS has integrated this feature in their suite of applications built for the Hospitality Industry. CTI applications utilize existing computers and PBX available on the Hotel network to provide enhanced guest service. This interface is enabled through a dialogic card and also provides Interactive Voice Response (IVR) facilities to handle a wide variety of guest service options.

Mr. Jairam Shenoy, Manager, Communication Interfaces, IDS softwares Pvt. Ltd. said, "With the telephone and computer merger, communication can be made easier. Offering this option to Hospitality professionals will decrease the Turn around time (TAT) for any registered requests or complaints. While there is a widespread adoption of this technology in the West, we have taken every measure to ensure that it is now available and affordable in India and our other markets."

ABOUT IDS SOFTWARES PVT LTD

IDS Softwares Pvt Ltd is a global leader in integrated IT solutions for the Hospitality industry. The company, for over twenty years, has been designing, developing, marketing and maintaining a comprehensive range of information management systems enabling businesses of varied sizes, including hotels, restaurants, clubs and resorts. With Regional Sales and Support offices spread across the globe, the company has more than 1700 clients in over 20 countries.

IDS markets its hospitality software product under the umbrella brand 'Fortune Suite of integrated solutions.' The products address multiple aspects of the industry such as, Property Management Products, Restaurant Management Products; Web based Products (Central Reservation Systems) and Business and Service enhancement Products. The company's Global R&D Center at Bangalore, India, offers support to its customers 24x7x365. IDS Softwares' clients include Best Western, Club Mahindra Holidays, Emirates Concorde, ETA Star group - Middle

East, Fortune Park Group, Holiday Inn Hotels & Resorts, Ramada Worldwide, Ramee Group of Hotels, Royal Orchid Hotels, Sarovar Group, The Ffort Radisson etc.

Website: www.idsfortune.com