

Press Release

IDS NEXT Launches Envy Mobility Solutions

iOS and Android ready solutions for Hospitality

Dubai, May 13, 2012 - IDS NEXT, leading provider of ERP and total technology solutions for the hospitality and leisure industries, announce the launch of **Envy mobility solutions** - their new iOS and Android ready mobility offerings for the hospitality industry. With this, IDS NEXT is among the first in the industry to break into the rapidly growing mobility solutions space. The first offering under the Envy brand is Envy Dine – a tablet application for restaurants. The Envy Dine application will be previewed at The Hotel Show, Dubai from 15th -17th May, 2012 which is being attended by IDS NEXT.

“Envy is an intelligent, and user friendly range of solutions that has been developed to increase revenue, reduce costs and enhance guest experience for our customers” said Binu Mathews, President and COO of IDS NEXT. “The tablet based Envy Dine solution comes equipped with artificial intelligence to ease restaurant operations and enhance the dining experience of guests”.

Envy Dine is a visually rich application that is packed with features to recommend guests on the available food and beverage options at the restaurant. Envy Dine intuitively senses what customers are looking for and directs them to the most requested items in a category. For example, if a guest is looking at meat options, it helps the customer find meat items he or she is most likely to enjoy. This is a huge value add to restaurants that constantly endeavor to offer a unique guest experience, while simultaneously opening up new revenue channels.

Envy Dine is a comprehensive application which adds value not just to guests but also to restaurants. The artificial intelligence in the application dynamically suggests offers and discounts to diners based on their order, providing intelligent reports and facilitating predictive analysis. The application allows hotels to up-sell and cross-sell with intelligence and the most interesting feature is that it provides business intelligence and decision support to the management is interfaced with the IDS NEXT ERP system

“This is just the beginning in mobility solutions for IDS NEXT” said Mr. Mathews on the launch, “Our 150 person Research & Development team continuously innovate new solutions to empower our customers and exceed their expectation”.

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 experience of 25 years, we have earned the trust of over 3000 customers globally and have a presence in 40 countries across South Asia, Middle East, Asia Pacific



and Africa. IDS NEXT's clients include a host of prominent hotel chains including Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, Ramada Hotels and others.

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/>