

## Tomahawk partners with IDS Software

### *Spreading smiles in the South Pacific*

**Auckland, 08<sup>th</sup> Feb 2011:** Tomahawk, specialists in providing end-to-end services and systems for the Tourism Industry announced today that they have entered into a partnership with IDS Software. In a move that will help leverage the extensive experience in hospitality vertical of both parties, Tomahawk will be promoting and distributing IDS's Fortune products; an affordable line of enterprise property management systems for the hospitality and leisure industry.

IDS are the global leader in providing Enterprise Resource Planning (ERP) solutions for the hospitality industry, with their Fortune system being used by over 2500 clients in 40 countries.

Commenting on the partnership, Mr. Jacob K. I., Vice-President Sales - Oceanic region at IDS Softwares, said "Having established relationships with numerous properties in the South Pacific, we have identified this market as a very strategic arena for us. Given Tomahawk's strong understanding of the local market combined with our 'all-in-one' enterprise solution, we will be able to meet the demand for a cost-effective property management system, while providing local consultation, delivery and support within the South Pacific."

Tomahawk's Marketing Director, Gina Paladini, shares their enthusiasm, "We are very excited about the addition of the IDS Fortune software suite to our product range and being able to bring to the South Pacific an affordable full service property management and POS solution for the hospitality industry. For so long, our clients with large properties have been asking us for an affordable system for their hotels and now with the Fortune system we can fulfil this need. "

### **About Tomahawk**

Tomahawk was formed in January 2009 as a merger between the individual companies of John Hayson and Gina Paladini. As the company quickly grew, demand for their services and products saw them acquire Brian Walker's tourism web development company, WebDirectionz and Jeremy Zinzan's tourism marketing company, Tourism Edge.

With over 60 years combined experience within tourism, e-commerce, marketing and design, these four areas of expertise represent the cornerstones of Tomahawk today.

Focusing on customer oriented service, the philosophy of Tomahawk has proven successful very quickly with the company growing to assist 1000 customers throughout New Zealand, Australia and the South Pacific in the two years since inception.

## **About IDS Softwares**

IDS Softwares Pvt. Ltd. is a global leader in integrated IT solutions for the Hospitality and Leisure industries. With a track record that spans over 23 years, it has earned the trust of over 2500 customers globally and a presence in South and South East Asia, Africa, the Middle East and the Oceanic region.

IDS' products address multiple aspects of the industry such as Property Management, Club Management, Central Finance Management, Customer Relationship Management, Materials Management, Maintenance, Payroll, Service Level Management, Restaurant Management, Central Reservations, Rate management, Loyalty & Rewards Management and Business Decision Support tools.

The range of products has been designed to support operations of varied magnitude, and can meet the requirements of Independent and Chain Hotels, Resorts, Clubs, Restaurants, Cafés, B&Bs, and Serviced Apartments. The FortuneNEXT suite of products from IDS offers the only single database Property Management System exclusively designed for the demanding requirements of high-growth markets.

IDS Softwares' clients include Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, Ramada Hotels, ETA Star, Ramee, Sterling, Hard Rock Café (India), Choice Hotels International, Swissôtel, Aitkens Spence, John Keels Group, and many more.

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