



PRESS RELEASE

IDS LAUNCHES FORTUNE ANALYTIX POWERFUL, DYNAMIC AND FLEXIBLE BUSINESS INTELLIGENCE TOOL TO EMPOWER DECISION MAKERS

Bangalore, March 6, 2008: IDS Softwares Pvt Ltd, global leader in providing integrated IT solutions for the hospitality industry, has announced the launch of Fortune Analytix, a powerful business intelligence tool that eases the process of decision-making. This dynamic tool empowers decision makers with enterprise wide Key Performance Indicators (KPIs) in a single, highly intuitive view for informed decision-making process.

Fortune Analytix empowers users with real-time proactive alerting based on business logic through a merger of real-time online analytical processing (ROLAP) and dynamic dashboard reporting.

Apart from this Fortune Analytix helps you gain complete transparency into performance and enterprise wide operations from one information rich dashboard. It combines data from various modules across the enterprise to create an intuitive, multi-dimensional dashboard report. It comforts users by providing flexible information on any future or past data and drill down into the underlying information enabling quickly analysis of past trends and statistics without having to go through the rigours of complex data mining.

Fortune Analytix helps users setup their own KPIs for monitoring by subscribing to reports & alerts and setting them for proactive delivery via email or SMS. Fortune Analytix scans and monitors the database for each user and can initiate a proactive distribution based on schedules, business events or business logic.

“IDS has closely worked with the Hospitality industry for over 20 years. This has enabled complete understanding and an ability to assess the growing requirements of the industry. While we have developed Fortune Analytix to support the Hotelier in decision-making, we are already working on upgrading our fairly new products, Fortune iBooking & Fortune Care. The version 2 of Fortune iBooking will constitute more of Corporate, Travel agent and Sales Login, where as Fortune Care Version 2 will have self service option for departments with guest history database link and PDA version availability. Our existing and new clients will benefit immensely from all these three products,” said Mr Rajesh P Yadav, General Manager, Sales, IDS Softwares Pvt. Ltd.

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 1300 clients in over 20 countries. IDS operates in the Middle East as Intellect Data Systems FZ – LLC.

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, Dubai 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