Press Release

IDS NEXT present Paper on Technology Trends at 'Hotel, Hospitality & Food Sri Lanka 2011'

Bangalore, November 02 2011—IDS NEXT, global leader in providing ERP and total technology solutions for the hospitality and leisure industries, today announced that *Mr. Solomon James, Vice President – IDS Networks Group, IDS NEXT* led a discussion titled 'Top 4 Technology Trends Shaping Hospitality Industry in 2011' at the Hotel, Hospitality & Food (HHF) event in Sri Lanka.

The Hotel, Hospitality & Food Sri Lanka Convention was the first of its kind and took place at the Sri Lanka Exhibition and Convention centre from 27th – 29th October 2011. The HHF is a professional trade forum for hotel businesses, tourism and food service providers across South Asia and attracted over 5000 people this year. Addressing the audience at the event, Solomon James spoke about various technologies that are influencing and changing both business processes and customer touch points.

Speaking about the event, Solomon James said, "The Hotel, Hospitality & Food Sri Lanka was an excellent platform for the industry not only within the country but also for neighbouring tourist destinations in South Asia. With tourist arrivals going up, hotels and food service businesses are reviewing their use of technology and noting how best to leverage these to increase ROI, while keeping costs low." Talking about IDS NEXT's plans for Sri Lanka, Prasad Brahmana, Regional Sales Manager, added, "What will really drive growth in the Hospitality industry in Sri Lanka is not just adoption of new technologies but correctly defining business objectives and aligning them to increase efficiency and ease management of resources."

IDS NEXT has been operational in Sri Lanka for 13 years, with an office in Colombo that caters to sales and technical support for Sri Lanka and Maldives customers. The company has brought to the market, technology and software products designed for hotels, resorts and night clubs. Some of their customers in the region include Cinnamon Grand, Cinnamon Lakeside, Mahaweli Reach Kandy and Renuka City Hotel.

With the end of the conflict in 2009, the North and East of Sri Lanka has since been opened to tourists and is known to have some of the most beautiful beaches in the country. With peace having returned, the tourism industry is set to revisit its days of glory and the government is playing a prominent role by positively legislating the industry to ensure standardization of rates and quality of service.

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 over 24 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 Sri Lanka, IDS NEXT's clients include John Keells Group, Aitkens Spence, and 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.

IDS Networks Group is a provider of turnkey, vendor-neutral IT Infrastructure and technology solutions across a wide technology spectrum including networks, software, communication, audio video, digital signage, POS and unified communication systems. IDS Networks Group maintains and manages IDS Softwares Fortune Suite of Products and allied IT related products under a single umbrella. This enables hotels to access a 360 degree view of their enterprise and leverage a single location for all their IT related requirements.

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

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