



Best Western India Appoints IDS Software as preferred IT Partner

New Delhi, May 2011: Best Western India part of the World's Largest Hotel Chain Best Western International has appointed IDS Softwares Pvt Ltd as its preferred IT Partner for India.

With the help of the IDS' Hotel ERP Solutions, Best Western India hotels has been able to ensure seamless operations across various facets such as reservation handling, checking guests in and out, assigning rooms, management of room inventory, accommodating in-house guest needs, handling kitchen requirements, and accounting and billing.

Speaking during the announcement Mr. Sudhir Sinha, President and COO, Best Western India said "We are happy to be associated with IDS. IDS' Enterprise Solution gives a complete seamless system of good functionality for our Hotels therefore generating good MIS and thus giving tremendous mileage and reach to worldwide audiences to the Best Western India Hotels. Their regular updates help us enhance our operations thereby enhancing guest's experiences."

For Best Western India Hotels IDS has deployed their suite of Hotel ERP solutions built on SQL and DB2 among other technology initiatives. Their continuous innovations in software products, technologies and services are designed to meet the varied requirements of any sized hotel, hotel chain or restaurant.

Mr. Binu Mathews, President and COO, IDS Softwares Pvt. Ltd. said "Our Enterprise Solution is configurable to each property's specific requirements and operates in either single-property or multi-property mode. We have a unique synergy with Best Western as we offer solutions for all brands- BW, BW Plus and BW Premier with our range of solutions".

Bangalore-based IDS Softwares has been providing solutions dedicated to the global hospitality and leisure industry for over 23 years.

"The software helps us in maintaining the uniqueness of each property while also maintaining consistency of service. Most of Best Western India Hotels are already on the IDS platform. " further added Mr. Sinha.

"The IDS software already helps Best Western India Hotels in not only managing their functions better but also keeping their customers satisfied" continued Mr. Mathews

Best Western in India which recently set up its Hotel Management and Training at Bhubaneshwar, is setting scorching pace of growth for itself and are firmly committed to the India growth story of One

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Hundred Hotels in India by 2017. The Chain has added 10 hotels into its portfolio of operational hotels in 2010 taking the company from 9 operational hotels in 2009 to 18 operational hotels in 2010.

Best Western India currently has sellable room inventory of around 1200 keys, which is expected to increase to around 2400 keys (30 hotels) by the end of 2011.

About IDS Softwares

IDS Softwares Pvt. Ltd. is a global leader in providing ERP and total technology 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. Its suite of products is one of the largest installed software in India with over 1700 installations. IDS solutions are also part of the curriculum of India's premier hotel management schools creating the highest number of skilled users in the country.

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, Choice Hotels International, Swissôtel, Aitkens Spence, John Keels Group, and many more.

About Best Western India

Part of the world's largest Hotel Chain Best Western in India is managed by Cabana Hotel Management Pvt Ltd. The chain has 31 properties in operation and under development in India, spread across the key business, leisure and religious Metro as well as Tier II destinations of the country. The eighteen operational properties in India are Ahmedabad, Amritsar, Baddi, Gurgaon, Manesar, Mathura, New Delhi, Zirakpur (Chandigarh), in the North. Bangalore, Hyderabad, in the South. Goa, Neral (Near Mumbai), Pune, Shirdi and Surat in Western India, and Kolkata in Eastern India. Best Western in India recently set up its Best Western Centre For Hotel Management and Training at Bhubaneswar. For further details please visit <http://www.bestwesternindia.com>

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About Best Western International, Inc.

Best Western International, Inc. is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000* BEST WESTERN®, BEST WESTERN PLUS® and BEST WESTERN PREMIER® hotels in 80* countries and territories worldwide. Each Best Western-branded hotel is independently owned and operated. Now celebrating 65 years of hospitality, Best Western has grown into an iconic brand that hosts 400,000* worldwide guests each night. Equally committed to the business and leisure traveler, Best Western recently embarked on a mission to lead the hotel industry in customer care. World Vision is the charity of choice for Best Western in building the world's biggest family, with our hotels and staff sponsoring children in need around the globe. Our partnerships with AAA/CAA, Michael Waltrip Racing™ and Harley-Davidson® help guests make the most of every trip. For the fastest way to a free night globally, join Best Western Rewards®. For more information or to make a reservation, please visit www.bestwestern.com

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