

## COVER STORY

### IDS NEXT

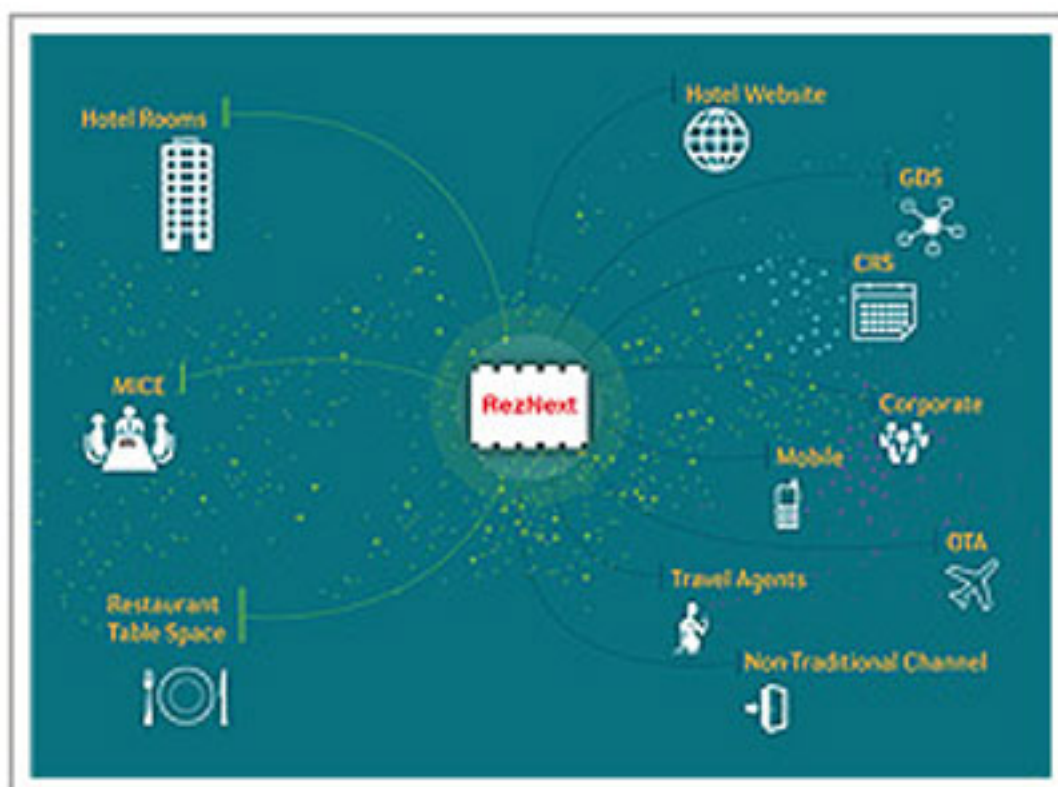
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"As the hospitality industry improved, so did the hospitality technology industry, albeit marginally. While 2012 was definitely better than 2011, we see a brighter year ahead in 2013. The hospitality industry has strongly affirmed the need for cost-effective technology that can help automate processes, optimise use of manpower, access affordable social media platforms to widen hotels reach and online presence and leverage cloud based solutions that keep



investment in hardware and software low" - Binu Mathews, President & COO, IDS NEXT



#### Providing Solution

In 2013, IDS NEXT is preparing to aggressively promote RezNext. Additionally, we have also created a two-way interface with one of the largest GDS company in the world, Pegasus. This will allow both IDS and RezNext clients to reach out to international guests and grow room occupancy and revenue. IDS has also launched a new version of Hotel ERP called FortuneNEXT 6i in October 2012, and will be

aggressively marketing it for its high level of data security, report generating capacity, robust architecture, faster speed and rich functionalities.

IDS has also launched the Loyalty and Feedback Management Solution, Guest Dynamix, in December 2012. This application has been built for the niche needs of the hospitality industry and will be extremely beneficial to hotels as it is far more cost effective to retain guests than acquire new ones. Also in the pipeline is a partnership with a business intelligence solutions provider. This will help the users get more decisive and accurate in decision making.