



For Immediate Release

## **Raffles Hotels & Resorts Selects HBSi to Automate Electronic Distribution**

iDemand Gateway to Broaden and Simplify Key Distribution Worldwide

**Atlanta, Georgia – July 7, 2009** – HBSi, an IBS Group Company, announced the activation of their interface with Raffles Hotels & Resorts (Raffles), a leading luxury hotel brand.

HBSi is providing enhanced connectivity between Raffles and many of their tour operator partners, wholesalers and other electronic distribution channels such as Travelocity. Using the iDemand Gateway enables Raffles to instantaneously transmit their room availability, rates and inventory to members of the HBSi Demand Partner Network (DPN). In addition, this interface fully automates reservation delivery so Raffles properties will no longer be required to manually enter faxed or emailed reservations from these channels. The HBSi connection promotes accuracy and more efficient processes for both the hotels and its distributors.

“We are pleased to add HBSi connectivity to the services we offer to our hotels. There are significant advantages in using the HBSi connection to our central reservation system. We are now able to provide our properties with direct connectivity to a broader spectrum of electronic distribution channels.” said Jeannette Ho, VP Marketing and Sales for Raffles Hotels & Resorts. “Our partners now have the option to check availability and deliver reservations through a real-time electronic connection, which results in greater opportunities and increased productivity for our hotels.”

“Adding Raffles Hotels & Resorts to our growing Supply Partner Network helps us to address the requests our Demand Partners have had for outstanding luxury hotels in the Asia Pacific and EMEA regions of the world,” said HBSi COO Greg Berman. “We always strive to assure the relevancy of our Demand and Supply Partner Networks to one another. With their extraordinary reputation and international locations, we are confident that Raffles will drive us even further in that direction,” concluded Berman.

HBSi's iDemand Gateway™ solution connects hotels chiefly with tour operators and the world's largest online travel agencies to streamline the flow of transactions. For some customers, HBSi eliminates time-consuming, error-prone processes associated with manually managing multiple extranets that provide distribution channels access to the very latest rates, inventory and, in many cases, last room availability.

For more automated customers, the HBSi solution dramatically enhances merchandising capabilities so they can offer more products in more innovative ways. HBSi's flexible solution provides robust interfaces to legacy and leading-edge systems to suit each customer's needs, increasing revenues and streamlining operations.

###

### **About HBSi**

HBSi provides a flexible channel management and connectivity platform as well as software integration services to improve the quality and speed of delivering high performance distribution solutions to the travel industry. HBSi is an IBS Group company with hotel supply customers that include Elite Island Resorts, Raffles, Fairmont, Fontainebleau Las Vegas, Harrah's, Intrawest, and Sandals, and travel partners including Travelocity, Expedia, Orbitz and Booking.com. For more information, visit [www.hbsconnect.com](http://www.hbsconnect.com).

### **About IBS**

The IBS Group (IBS) is a leading global provider of new-generation IT solutions to the Travel, Transportation and Logistics (TTL) industry. A specialist in the domain, IBS offers a range of products and services that manage mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators worldwide. IBS services include technology consulting, testing, usability engineering, business intelligence & data warehousing, application development, re-engineering, and maintenance. SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified, IBS operates software development centers in Atlanta, Bangalore, Boston, Cochin, London, Tokyo and Trivandrum. IBS operates out of twelve business centers in the Americas, Europe, Asia-Pacific and the Middle East & Africa. More information on IBS is available at [www.ibsplc.com](http://www.ibsplc.com)

### **About Raffles Hotels & Resorts**

Raffles Hotels & Resorts epitomizes enchanting experiences, embodying global sophistication and residential charm, imbued with heartfelt service "like a gentle breeze". At Raffles, guests arrive as residents, leave as friends and return as family.

Raffles' relentless pursuit of service excellence has earned its hotels and resorts a legion of international accolades, including Condé Nast World's Best Places to Stay and Travel & Leisure World's Best Awards. Its flagship, Raffles Hotel Singapore, was voted Best Hotel in Asia for three consecutive years by readers of Ultratravel magazine by The Daily Telegraph while Raffles Beijing Hotel was named Best Luxury Hotel in Beijing by Travel Trade Gazette China in 2008. Raffles Dubai, the latest addition to its portfolio, is recognised among the world's best new hotels by Condé Nast Traveler's 2008 Hot List, and was named Best New Hotel Development in the Middle East at the 2008 Arabian Hotel Investment Conference. Raffles Hotels & Resorts is consistently ranked among the world's top 10 hotel brands in the annual Condé Nast Traveler Business Travel Awards.

Raffles Hotels & Resorts is owned by Fairmont Raffles Hotels International, a leading global hotel company with 91 hotels and resorts worldwide under the Raffles, Fairmont and Swissôtel brands. The company also owns Fairmont and Raffles branded residences, Estates and luxury private residence club properties. For more information, please visit [www.raffles.com](http://www.raffles.com).