



For immediate release

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HBSi Adds First UK Hotel Customer: Ramada Jarvis

Connectivity provider continues dramatic growth in Europe

ATLANTA (April 6, 2010) — [HBSi](#), an IBS Group company, has added UK hotel company [Ramada Jarvis](#) to its growing list of customers in Europe. Jarvis is HBSi's first hotel customer in the UK. The major UK franchisee of the Ramada brand, Jarvis hotels owns and operates more than 40 hotels throughout the UK.

Ramada Jarvis' rate team, burdened with manually maintaining the group's numerous connections to travel sites, can breathe a sigh of relief. HBSi's [iDemand Gateway™](#) solution transforms the connectivity process, dramatically improving the way Ramada Jarvis' management works with its distribution channels and providing unprecedented flexibility. The iDemand Gateway serves hotel companies around the world, automating the previously manual connections between hotel inventory systems and travel distribution outlets, such as Web sites and tour operators.

"Connections to online travel sites have been extremely manual and time-consuming," commented Chris Martin, director of revenue and distribution for Ramada Jarvis. "Along with our strategy of automating our channel communications, we now have with HBSi a solution which offers improved flexibility with our channels, so that our inventory can be pushed or pulled as needed; this key development will now create exciting new revenue opportunities going forward."

[Greg Berman, chief operating officer of HBSi](#), added, "We are delighted to have signed Ramada Jarvis hotels as our first UK hotel customer. Our presence in Europe is growing significantly—[Laterooms.com](#) was our first Web customer in the UK. Hotel and travel companies are considering their choices carefully and finding that HBSi offers the best connectivity solution. As the travel business evolves, our customers

have carved out a competitive advantage by centralizing and fully automating connectivity to their distribution partners.”

HBSi's many recent wins in Europe include Hotel.de, Hotelbeds, Trust International, Reonline, Boscolo Hotels, Swissôtel Hotels & Resorts and Dublin-based Chase Travel. For more information, hotel and travel companies in Europe should contact [John Seaton](#) at +44 (0) 1344 293845.

About Ramada Jarvis

With its headquarters based in High Wycombe, Buckinghamshire, England, Jarvis hotels Ltd is the largest franchisee in the UK of the Ramada brand. Catering to a wide array of business and leisure guests, it owns and operates 42 properties within the UK. The portfolio spans from Scotland to the South Coast with a key presence in all major city locations and leisure hot spots. Aiming to provide international standards and consistency throughout its portfolio, the company continues with an aggressive development strategy designed to maximise the profitability of their existing assets, as well as laying the foundations for future potential of the Ramada brand in the UK. More information about Ramada Jarvis is available at www.ramadajarvis.co.uk.

About HBSi

HBSi, an IBS Group company, works with both hotel companies and distribution outlets to provide a flexible and affordable channel management and connectivity platform. HBSi focuses on speed to market, direct connections and improved distribution management, as well as software integration services. HBSi's hotel customers represent more than 15,000 hotels in over 35 countries worldwide, including Elite Island Resorts, Fairmont, Harrah's, Kerzner, Raffles, Sandals and SuperClubs. The company's travel partners include Travelocity, Expedia, Orbitz and Booking.com. For more information, visit www.hbsconnect.com.

About IBS

The IBS Group (IBS) is a leading provider of new-generation IT solutions to the global Travel, Transportation and Logistics (TTL) industry. A specialist in the domain, IBS offers business consultancy that helps customers enhance revenue and market share, reduce cost of operations and manage growth profitably. IBS solutions manage the mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators world-wide. IBS is SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified, and operates out of twelve business centers in the Americas, Europe, Asia-Pacific, the Middle-East and Africa. More information about IBS is available at www.ibsplc.com.

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