

## Revenue Management Leader Rainmaker Group Signs Teaming Agreement with QL2

Agreement formalizes 4-year relationship with QL2 to provide gaming industry competitive data for Rainmaker profit optimization clients

**ATLANTA, GA, September 15, 2009** – The Rainmaker Group, the world leader in automated profit optimization software and services for the gaming hospitality industry, and automated revenue management software and services to the multifamily housing industry announced it signed a Teaming Agreement with QL2 that formalizes its existing 4-year relationship. QL2 is the premier provider of comp-set pricing data in the casino hotel market.

“QL2 is a valuable partner that supplies the Rainmaker **revolution**® revenue management system with dynamic competitive hotel prices for casino properties,” said Bruce Barfield, president of The Rainmaker Group. “QL2’s competitive data gives our users greater visibility into their markets and enables **revolution** to formulate the most appropriate daily pricing that optimizes profitability for our clients.” The Rainmaker Group’s solutions for hospitality include the **revolution** Product Suite that maximizes revenue for casino hotels and property groups. **revolution** is the only revenue management system that considers Total Customer Value, which includes not only hotel revenues, but also revenue from gaming, food and beverage, spa, and other significant sources of customer value for determining optimal pricing and room availability.

“We are very excited about our partnership with Rainmaker,” said Russ Aldrich, CEO of QL2. “Integrating our competitive hotel data into Rainmaker Group’s **revolution** revenue management solution gives our joint customers a more complete view of their market.”

### Rainmaker’s Tammy Farley on revenue management panel

Tammy Farley, principal of The Rainmaker Group, will be part of a thought leadership panel on ‘Customer-Centric RM and Pricing Strategy: Why it Pays You to Target Specific Customer Segments and Nurture Loyalty’ at the 2009 EyeforTravel Revenue Management and Pricing in Travel conference September 16 – 17 in Chicago.

The Rainmaker Group is a Microsoft Certified Partner that provides revenue optimization solutions and services to Omni Hotels and many of the world’s most successful casino hotel companies. Rainmaker clients include:

- Wynn Las Vegas
- Kerzner International
- MGM MIRAGE
- Harrah’s Entertainment and others.
- Trump Entertainment Resorts

The **revolution** Product Suite is an enterprise Revenue Management system for chains and hotel groups that enables casino properties to increase revenue by instantly determining the minimum acceptable value of each new reservation based on total customer value. This helps hotels secure the most profitable mix of business, while ensuring there is space availability for a client’s best customers.

## **About The Rainmaker Group**

[The Rainmaker Group](#) is a software and consulting services company that provides profit optimization for more than one-half million units in the gaming hospitality, serviced apartment/multifamily housing and other industries. Rainmaker consults about, implements, and supports the **revolution** Product Suite, which maximizes total guest profitability for operators of casino hotels and other hospitality enterprises. The company enables clients to identify and maintain availability for their most profitable revenue sources through revenue management implementations. The Rainmaker Group helps casino hotels increase profitability through the accurate, instantaneous ability to determine the minimum acceptable value of each guest. This increases client profitability by securing the most profitable customers and developing more effective business processes. Hospitality clients include Wynn Las Vegas, Harrah's Entertainment, Omni Hotels, MGM MIRAGE, Trump Entertainment Resorts and other leading hotel companies.

## **About QL2 Software, Inc.**

QL2 is the leading on-demand data access platform provider that delivers the right data in the right format at the right time. Organizations that depend on market information as part of their commerce strategy rely on QL2 to gain vital access to quantitative data on products and markets. QL2 lets customers quickly understand their market and make critical changes to stay aligned with their strategic objectives.

More than 250 clients in 40 countries depend on QL2 Data-as-a-Service (DaaS) solutions for accurate and reusable data on channel, product and industry specific markets. The QL2 client-roster includes over 100 airlines, three of the top five global pharmaceuticals, and market leaders in retail, consumer products and life sciences. Founded in 2003, QL2 was named to the 2007 Inc. 500 and 2008 Inc. 5000 list of the fastest growing private companies, the 2008 Red Herring 100, and has been included in KMWorlds's 100 Companies That Matter for the past four years and Trend-Setting Products for the past three years. For more information, please visit [www.QL2.com](http://www.QL2.com).

## **Contact:**

The Rainmaker Group  
Bruce Barfield  
President  
5755 North Point Parkway  
Suite 77  
Alpharetta, GA 30022  
Phone: 678-578-5777  
Email: [sales@letitrain.com](mailto:sales@letitrain.com)  
<http://www.letitrain.com>

Media Contact – North America  
Julie Keyser-Squires, APR  
Softscribe Inc.  
[Julie@softscribeinc.com](mailto:Julie@softscribeinc.com)  
(404)256-5512  
<http://www.softscribeinc.com>

Media Contact – Asia Markets  
Wye Leng Wong  
LEAP Integrated Marketing Solutions  
Phone: (65) 9826-4097  
Email: [wyleng@leapmarketing.com.sg](mailto:wyleng@leapmarketing.com.sg)

###