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## **CS Hotels, Golf & Resorts Seizes Opportunities for Revenue Growth through Working with IDEaS**

***IDeaS RMS to be implemented in luxury Portuguese hotel group's properties as key part of wider technological investments***

**LONDON, UK – DECEMBER 10, 2013** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that CS Hotels, Golf & Resorts has implemented [IDeaS Revenue Management System \(RMS\)](#) in four of its key properties.

CS Hotels, Golf & Resorts, a leading luxury hotel group in Portugal, currently operates eight properties throughout the country. The group is committed to being the most technology advanced in its competitive set, and has been making structural changes in advanced solutions to streamline its distribution strategy.

As part of this strategy, CS Hotels has chosen to implement IDEaS RMS which provides up-to-date, robust forecasting and daily, optimized pricing decisions. The solution will then efficiently and quickly distribute the hotel's best available rate (BAR) and other controls to distribution channels, eliminating the need for CS Hotels' revenue managers to manually enter the data.

“It was clear that in order to take advantage of new opportunities for growth, we needed a fully-automated revenue management system to provide optimal pricing— allowing our revenue managers to spend less time analyzing data and more time on developing

**IDeaS RMS to be implemented in luxury Portuguese hotel group’s properties as key part of wider technological investments**  
revenue enhancing strategies,” explained Pedro Sousa, e-Business Development Manager at CS Hotels.

“I have seen first-hand IDeaS RMS delivering better revenue for hotels, so I was confident that the solution would be equally instrumental in growing our business,” Sousa added. “The implementation of IDeaS RMS is a vital step in enhancing our wider revenue management culture here at CS Hotels – an investment in IDeaS RMS really is an investment into the future security of our business and based on this, we look forward to implementing IDeaS RMS across the rest of our portfolio.”

Fabian Specht, EMEA Managing Director at IDeaS, commented: “We are thrilled that CS Hotels have chosen to partner with IDeaS. Powerful and advanced revenue management technology, such as IDeaS RMS, has the potential to deliver significant time-saving and revenue-optimizing benefits within the Portuguese hospitality industry.”

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### **About IDeaS**

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with a global technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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