

IDEaS Revenue Solutions Revenue Solutions for Every Situation

One of the many things that is close to Dr. Ravi Mehrotra's heart is traveling. Traveling, he says, helped him compare the eastern and the western world and understand the distinctions and unique attributes across the global landscape. "When it comes to the hospitality industry, the eastern world is focused on providing superior service and the western world emphasizes on technology. And both principles impact the way a hotel develops pricing strategies. So as revenue management service providers, if we can help the western world to learn from the east and vice versa, it gives us an opportunity to merge everything towards an optimal way of dealing with revenue management," explains Mehrotra. This prompted him to establish IDEaS Revenue Solutions—a company that offers pricing and revenue management software, services, and consulting to the hospitality and travel industries. An emphasis on technology plus reputation-building service allows hotels to truly succeed.

Headquartered in Minneapolis, MN, IDEaS enables global organizations such as hotel, travel and transportation companies to understand, anticipate and react to consumer behavior in order to optimize revenue and profits. The company's key product offerings include IDEaS Revenue Management System, IDEaS Pricing System and IDEaS Forecasting Management System.

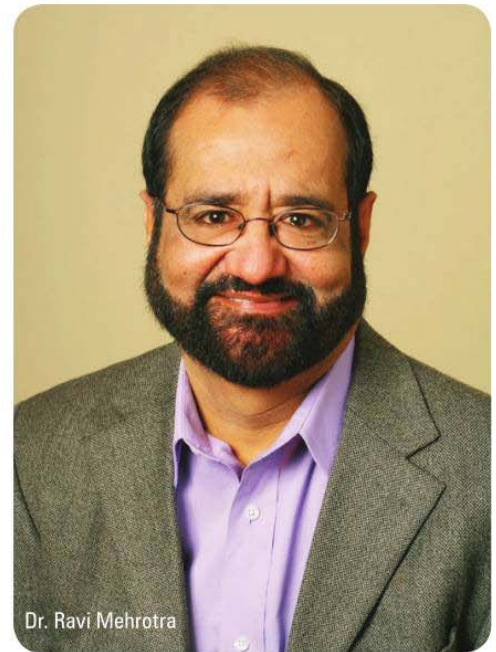
IDEaS' flagship solution, IDEaS Revenue Management System (RMS), empowers hoteliers with the decisions they need, when they need it, allowing them to price and forecast appropriately. Integrated with powerful analytics and a wide array of easy-to-navigate charts and reports, users are able to gain a holistic view of their properties and leverage that information to create pricing strategies

and measure total performance. IDEaS Pricing System enables busy hotel managers to forecast occupancy accurately, set daily room rates, and ultimately make more competitive pricing decisions for their hotels. IDEaS Forecasting Management System is a cost-effective tool that provides hoteliers clear insight into anticipatory data.

Among the many success stories linked to IDEaS' solutions is that of Loews Hotels and Resorts, a luxury brand of estates across the U.S. and Canada, that stands out. With ambitious growth plans, Loews partnered with IDEaS to automate revenue management and streamline processes, ultimately optimizing rates. Hotel operators needed a way to make smarter, more strategic revenue decisions. Following the deployment of IDEaS Revenue Management System, IDEaS RMS has yielded substantial return on investment: Revenue per available room (RevPAR) increased by 15 percent and the Average Daily Rate (ADR) increased by nearly 20 percent, for hotels such as the Loews Coronado Bay Resort.

IDEaS' unique ability to understand the relationship between price and demand, as well as its capability to provide decision enabling systems with state-of-the-art analytics, are the biggest factors that set the company apart from the rest. "Our solutions have evolved both in terms of the need of the hotel and their perception of what they need to do differently marching forward. We also educate them on the limitations imposed by their current systems and advise them to talk to the providers of those systems to introduce changes that can take them to the nirvana of price optimization and revenue management," adds Mehrotra.

In 2008, IDEaS was acquired by SAS, a global leader in analytics



Dr. Ravi Mehrotra

and business intelligence solutions. The acquisition, says Mehrotra, has enabled the company to aggressively grow and increase its global market share. Powerful SAS analytics have also propelled product development and innovation. In 2014 alone, IDEaS is releasing an unprecedented five new solutions: spanning mobility, visual analytics reporting, reputation-based pricing, function space revenue management, and a revolutionary revenue management system.

IDEaS Revenue Solutions works with more than 5,000 clients in 94 countries and continues to innovate new solutions for the global hospitality industry. IDEaS strives to assess and meet the needs of its growing client base, as well as itself as a visionary company, all while assuring that progress is made, so that clients have continued access to state-of-the-art solutions that are critical to their success. [CR](#)