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FOR IMMEDIATE RELEASE

IDeaS Boosts Academic Partner Program

By providing blended-learning tools, plus access to revenue management software, company gives educators and students resources for success

MINNEAPOLIS – July 15, 2015 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced major updates to its Academic Partner Program, a worldwide educational curriculum designed to support educators in enabling students the opportunity to gain hands-on experience with the practice and theory of revenue management through scenario-based games and online tools.

Incorporating feedback from a global network of academic and industry experts who partner with IDeaS to further revenue management education, the Academic Partner Program now includes access to an "Academic Portal," a web-based resource hub. The portal houses learning tools including the award-winning "Revenue Management Challenge" game, IDeaS' pricing and revenue management solution and student tracking to support educators in the development and offering of revenue management courses.

"Educating the next generation of hoteliers and revenue managers is a critical need in colleges and universities today, and our redesigned program will empower educators to teach both the theory and practice of revenue management," said Linda Hatfield vice president of knowledge management for IDeaS. "In addition, the IDeaS Academic Portal provides the platform for ongoing updates to course materials, reflecting the rapid pace of change within the discipline of revenue management and in our software solutions."

IDeaS originally launched the Academic Partner Program in 2012, but today's addition of the Academic Portal solves a growing market need to provide support to the academic institutions around the world challenged to produce students who are ready to join the hospitality industry. Exposure to IDeaS' solutions, which are used by thousands of hotels around the world—combined with theory-based classroom teaching—empowers students to enter the workforce with the necessary building blocks for ongoing success.

New features of the Academic Portal include self-paced courses and lab materials designed to fit into an existing curriculum or form the basis for a new curriculum. All material is built for cross-platform support, allowing students access via their PC or smart device. Institutions that are part of the Academic Partner Program can also enable their educators to manage student access to the Academic Portal and have the option to provide an IDeaS certificate upon completion.

IDeaS is committed to educating the next generation of revenue management professionals. Click here for more information about the IDeaS Academic Partner Program.

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About IDeaS
With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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