

Hard Rock Hotel Panama Megapolis Chooses IDEaS to Drive Better Revenue

IDEaS G3 RMS offers hoteliers unparalleled capabilities in analytics, pricing and controls

MINNEAPOLIS – August 5, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced a new strategic partnership with [Hard Rock Hotel Panama Megapolis](#) to increase revenue performance across the property's 1,460 rooms with [IDEaS G3 Revenue Management System \(RMS\)](#).

In need of a best-in-class revenue management system and strategic partner to support the company's future expansion efforts, Hard Rock Hotel Panama Megapolis selected IDEaS G3 RMS following an extensive evaluation of multiple revenue management solution providers.

"Our decision to partner with IDEaS is really two-fold: IDEaS G3 RMS is the best solution for Hard Rock Hotel Panama Megapolis. It is clearly the most robust and sophisticated solution we evaluated. Furthermore, IDEaS is the proven global leader for revenue management in the industry, and has the track record to back it up," said Freddy Gordillo, general manager for Hard Rock Hotel Panama Megapolis. "IDEaS will be a vital resource for success as we continue to grow our business in Panama."

Powered by advanced SAS[®] Analytics and IDEaS' 25 years of innovation in hospitality technology, IDEaS G3 RMS empowers users to increase revenue performance with the industry's most comprehensive pricing decisions, sophisticated forecasting and interactive dashboards and reporting tools.

"We are committed to equipping our partners with innovative solutions and cutting edge revenue management capabilities that they can't get anywhere else," said Jane Stampe, Americas managing director for IDEaS. "We look forward to helping Hard Rock Hotel Panama Megapolis achieve their goals for better revenue."

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About Hard Rock Hotel Panama Megapolis

Welcome to Hard Rock Hotel Panama Megapolis. Kick off your vacation in style and luxury like a real Rockstar. Our towering hotel offers more than 1,500 rooms and suites to choose from, right in the heart of Panama City. In addition to our standard rooms and suites, we offer some of the best ADA accessible hotel rooms and wheelchair accessible suites in Panama.

We offer signature and unique amenities to our guests. They can have an original Fender guitar delivered to their rooms, or a complete set of devices if the guest feels like a DJ or even a code so that they can download exclusive playlists. And after one of our tours around Panama, they can enjoy a relaxing an exclusive Rhythm & Motion Massage at our Rock Spa.

No Hard Rock vacation would be complete without a few trips to our signature restaurants. Choose from four full service restaurants, from Soy, where you can enjoy an authentic taste of Pan-Asian flavors, to Tauro, where you can satisfy any primal craving, you'll love all that Hard Rock dining has to offer.

And finally, with endless nightlife options, you can set the pace of your night, whether you want to dance in a high-energy atmosphere all night or just enjoy casual conversations and cocktails with friends. From the hottest live music to the most exclusive themed parties in town, the world is at your fingertips when you stay at Hard Rock Hotel Panama Megapolis.

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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