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FOR IMMEDIATE RELEASE

IDeaS Listed as Champion in Leading Industry Study

Info-Tech Research Group's Vendor Landscape Report recognizes IDeaS for strong innovation and analytical capabilities

MINNEAPOLIS – July 09, 2015 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced it has been listed as a "Champion" in Info-Tech Research Group's Revenue Management Systems Vendor Landscape.

Info-Tech Research Group Vendor Landscape reports recognize outstanding vendors in the technology marketplace. Assessing vendors by the strength of their offering and their strategy for the enterprise, Info-Tech Research Group Vendor Landscapes pay tribute to the contribution of exceptional vendors in a particular category.

"Hotel rooms are a perishable commodity in an extremely competitive market rife with promotions, OTAs, and indirect revenues," the report stated. "Therefore, hoteliers understand that maximizing the value of every room is crucial to their continued success. Organizations looking for a revenue management system that will continue to push the limits of analytical capabilities will want to consider IDeaS."

"The hospitality industry is at a critical tipping point, where more and more hotels are realizing the incredible power that automated revenue management and analytics have on revenue and profitability," said Sanjay Nagalia, chief operating officer for IDeaS. "We're honored to be included in this report for not only our strong industry leadership, but also for the stability and value of our leading revenue management solution. We will continue to innovate aggressively to the constantly evolving landscape of revenue management."

Strong History and Vision, Global Presence Lauded

Evaluated among seven other vendors in the category, IDeaS Revenue Management System (RMS) is noted in the Info-Tech Research Group's Vendor Landscape for its solid history and global client base. According to the report, "The solution is truly best-of-breed for hotels seeking a solution to optimize booking-based revenue and profit."

IDeaS and its Revenue Management System were also evaluated for both product and vendor criteria, including usability, architecture, strategy and integrations; as well as for interoperability and integrations with property management systems, online travel agents (OTAs) and more.

The company and solution ranked among the top companies across all criteria and was also recognized for strong backing from parent company SAS®. "IDeaS has a powerful analytical backing in SAS, which should result in industry-leading innovation in areas like big data," the report continued.

Info-Tech Insight

The Info-Tech Research Group's Revenue Management System Vendor Landscape also notes hospitality industry trends for pricing and revenue management, stating that revenue management isn't about 100 percent occupancy or maximum RevPAR. "In today's market, the focus is less on filling every room each night and maximizing the revenue per available room (RevPAR), it's about the flow through to the bottom line—total profit," the report continued.

"Our strategy for the next generation of revenue management is in line with Info-Tech Research Group's insight. For us, it's about maximizing profitability across departments and functions, and driving revenue opportunities with industry-leading analytics," concluded Nagalia. "We call it Total Revenue Performance, and it's the future of revenue management."

Click here for more information on the Info-Tech Research Group's Revenue Management Systems Vendor Landscape.

Click here for more information about IDeaS RMS.

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About Info-Tech Research Group
With a paid membership of over 30,000 members worldwide, Info-Tech Research Group (www.infotech.com) is the global leader in providing tactical, practical Information Technology research and analysis. Info-Tech Research Group has an eighteen-year history of delivering quality research and is North America's fastest growing full-service IT analyst firm.

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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