

**FOR IMMEDIATE RELEASE**

**Park Grand London Hotels and The Shaftesbury Hotels London  
Deploy IDEaS RMS in Key London Properties**

*Ten percent revenue growth projected within Park Grand London Hotels and The Shaftesbury Hotels London*

LONDON –17 June, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced that Park Grand London Hotels and The Shaftesbury Hotels London have successfully implemented [IDEaS Revenue Management System \(RMS\)](#), projecting double-digit revenue growth within the coming months by using the integrated solution.

Seeking a process to streamline revenue management, both the Park Grand London Hotels and The Shaftesbury Hotels London will utilize IDEaS RMS to ensure optimum rates, and eliminate manual data-entry tasks with automated rate distribution across all channels.

The capability to forecast both transient and group demand accurately were also key factors in their strategic move to IDEaS RMS. As such, Best Available Rate (BAR), Group Pricing and Competitive Analysis modules have been highly used features yielding immediate results. "Thanks to automated rate distribution to all our channels, our revenue managers no longer need to spend hours on manual rate updates; they can concentrate their efforts on more strategic tasks," said the management of Park Grand London Hotels and The Shaftesbury Hotels London. "IDEaS RMS reacts to demand and analyses data to provide optimal rate decisions multiple times each day, leading to revenue growth opportunities almost immediately. We are extremely satisfied with our partnership with IDEaS."

"In such a fast-moving, competitive market as Central London, it is of vital importance that hotels invest in the right technology, allowing for sustainable revenue optimization and growth opportunities," said Fabian Specht, EMEA managing director at IDEaS. "We strive to make technology easy-to-use and powerful so hotels such as Park Grand London Hotels and The Shaftesbury Hotels London can create new opportunities and increase their bottom line."

**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, Minn. 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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