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IDeaS secures an exclusive partnership with Rotana

Largest hotel group in Middle East is the first in the region to implement IDeaS G3 RMS

ABU DHABI – January 7, 2016 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services today announced an agreement with the award winning Rotana Hotel Management Corporation to become Rotana's exclusive revenue management system partner. This partnership will see IDeaS G3 Revenue Management System (RMS) implemented in the group's existing hotels and future openings.

“Rotana recognises the essential contribution of revenue management and its positive impact on our growing plans,” explained Guy Hutchinson, Rotana's COO. “Evolving our revenue management environment to working with the market leading system is testament to how our revenue management culture is maturing and we are confident that it will deliver the return on our investment today and throughout our planned future growth.”

Rotana conducted a comprehensive review of revenue management vendors, carefully considering the systems, and the providers themselves, to evaluating the long-term value each option would add to their organisation.

Rotana chose IDeaS G3 RMS because the SAS-powered analytics provide breakthrough capabilities far ahead of the competition. The hotel group is fully confident that IDeaS and G3 RMS offer the best approach for solving both today's, and just as importantly, the future's revenue management challenges. With IDeaS' pedigree of 25 years and their position as global market leader in hotel revenue management systems, IDeaS G3 RMS represented the lowest investment risk.

“Rotana is already the largest hotel chain in the Middle East and recently opened in Istanbul as part of an ambitious expansion plan to grow into Europe and Africa. We are delighted to be implementing IDeaS G3 RMS for this highly successful hotel chain” said Fabian Specht, EMEA managing director for IDeaS. “This partnership helps drive better revenue performance today, and with our scalable solution, IDeaS can support Rotana's growing estate into the future.”

Operating as Rotana, the group opened its first property, the Beach Rotana Abu Dhabi, in 1993 and is one of today’s leading hotel management companies within the Middle East, Africa, South Asia and Eastern Europe.

Rotana's expansion plans have seen the company grow from two properties in 1993 to 50 today, anticipating a total of 100 by 2020. Several future Rotana properties are planned for opening, as the company’s intends to have a property in all the major cities throughout the Middle East, Africa, South Asia and Eastern Europe within the next five years.

About Rotana

Rotana currently manages a portfolio of over 100 properties throughout the Middle East, Africa, South Asia and Eastern Europe with an aggressive expansion plan in place. Rotana has chosen to acknowledge how precious time is by making all time spent in their range of

hotels ‘Treasured Time’. This means Rotana has pledged to understand and meet the individual needs of all guests. In so doing, Rotana has evolved its product brands to include, Rotana Hotels & Resorts, Centro Hotels by Rotana, Rayhaan Hotels & Resorts by Rotana, Arjaan Hotel Apartments by Rotana and The Residences by Rotana. Treasured Time. The Rotana promise to you.

Further information on Rotana can be obtained by visiting Rotana.com or by contacting one of the regional sales offices.

About IDeaS Revenue Solutions

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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