

IDEaS and protel Expand Partnership to Cloud Enable the Hotel Technology Stack

Leading solution providers in revenue and property management expand their partnership to deliver a flexible, secure and integrated cloud platform

Tweet: [@IDEaS_RevOpt & @protel have expanded their partnership to empower hotels to break free from disparate systems operating in isolation to unite valuable data sources. https://ideas.com/news](#)

MINNEAPOLIS, March 1, 2018 – Cloud technology and next-level integrations are accelerating the hospitality industry’s ability to access, store and leverage data across multiple systems. Since 2005, [IDEaS Revenue Solutions](#), the leading provider of revenue management solutions (RMS) and advisory services, and [protel hotelsoftware GmbH](#), innovative provider of on-site and cloud-based advanced property management systems (PMS), have jointly enabled hotels to drive efficiency and productivity through the integration of powerful solutions. This latest advancement provides a single integration to seamlessly connect between any of the best-of-breed-solutions offered by protel.I/O and IDEaS advanced RMS.

Available now, protel’s existing 14,000 hotel customers will be able to have direct, two-way access to [IDEaS G3 RMS](#). This newly enhanced integration gives hotels ultimate flexibility to harness data insights and deliver next generation revenue strategy and optimize hotel profitability.

“Each platform delivers value to our business,” said Thomas Behrendt, managing director, SI-SUITES, Stuttgart. “But seamlessly combining the power of IDEaS and protel allows us to elevate our guest and revenue strategies and enhance our performance across our estate.”

This partnership empowers hotels to break free from disparate systems operating in isolation to unite these valuable data sources. IDEaS and protel enable hotels with an autonomous technology platform flexible enough for the unique business needs of each hotel property. With protel.I/O hotels can scale at speed and build a 360 degree view of their business strategy that can then be deployed through IDEaS advanced RMS.

“In IDEaS, we have found a technology partner that is fully aligned with our primary objective of providing a robust, cloud-based and vendor-neutral platform. Here at protel, we are providing hotels the ability to create a technology stack with the very best solutions to improve operational efficiency and revenue productivity. This collaboration does just that, while preparing for the next generation of innovation in the industry” said Pete Simpson, SVP of global business technology at protel.

“Over the last thirteen years our partnership with protel has delivered meaningful and successful results to many mutual clients.” added Sanjay Nagalia, COO at IDEaS. “As protel continues to be a driving force in the advancement of cloud-based property management solutions we are committed to delivering the very

best analytically-driven revenue technology to support that vision of a unified technology platform.”

ABOUT PROTEL

protel offers technology and service solutions for the hospitality industry. It's hospitality platform, protel.I/O provides a collaborative, vendor-neutral framework as home and marketplace for the future of hospitality technology. Its advanced PMS offering includes an entirely cloud-based solution, an installed on-site solution, and scalable hybrid solutions tailored to the specific needs of the client, from small independents to multinational hotel chains.

Founded in 1994, protel hotelsoftware GmbH operates under the leadership of managing partners Ingo Dignas and Manfred Osthues. With headquarters located in Dortmund, Germany, branch offices in Berlin, Vienna, Austria, and Atlanta, USA, plus a dense network of partner companies working in close cooperation, protel enjoys a worldwide presence. In over 93 countries, 14,000 hotels and hotel management schools attest to protel's high-level expertise and reliability, a third of them using protel cloud solutions.

Further information: www.protel.net

ABOUT IDEAS

With more than 1.6 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 with nearly three decades of experience, IDEaS proudly supports over 10,000 clients in 124 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDEaS empowers 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.