

IDEaS Breaks the Rules with New Superior Agile Pricing Approach

Agile Rates enables simultaneous dynamic pricing of independent and linked hotel products using deep learning to maximize profitability from all priceable products.

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MINNEAPOLIS—June 12, 2018—Hoteliers unanimously agree: the distribution landscape is more complicated than ever before. As the consumer buying experience evolves and adapts to new interfaces like voice-enabled artificial intelligence, hotels seek the same level of sophisticated innovation in their revenue technology. Dynamic pricing and personalized offers are as pertinent as ever to compete with OTAs and the sharing economy to boost direct sales and profitability.

Solving this complexity, [IDEaS Revenue Solutions](#) has taken revenue strategy to a new level with the introduction of Agile Rates—a fundamental change in pricing strategy designed to incorporate flexibility and simplicity into a hotel’s revenue productivity engine. Available on the hospitality industry’s most widely-adopted revenue technology, IDEaS G3 Revenue Management System (RMS), Agile Rates provides the ability to price and distribute key linked or independent products for the wider market or specific guest micro-segments.

“Pricing products independently is not a new concept, but revenue leaders have been forced into rigid pricing structures and rules-based tactics,” said IDEaS’ Chief Operating Officer Sanjay Nagalia. “Agile Rates breaks free from those limitations, allowing hotels to manage their business as needed, using multi-product optimization to jointly maximize both independent and linked products.” Powered by cutting-edge AI and deep machine-learning, Agile Rates provides IDEaS G3 RMS with superior visibility into a hotel’s rate strategy—understanding the relationships between products—which results in dramatically smarter pricing decisions and ultimately greater revenues.

This technology, as part of IDEaS’ [Ideal Pricing](#) capabilities, offers hospitality organizations the ultimate flexibility to personalize rate plans such as loyalty, advance purchase or other packages to enhance the guest shopping experience. Agile Rates empowers hoteliers to transform their pricing strategy through multiple dimensions of demand, guest behavior and product attributes to build the most relevant and unique price and product for the guest.

“Our commitment to innovation and elevating what’s possible for our clients is what drove the inception of Agile Rates,” continued Nagalia. “The industry is shifting away from pricing products in isolation based on a set of manually-applied parameters or fixed discounts. They seek truly adaptive machine-learning powering a holistic optimization of their entire business through flexible cloud technology, and IDEaS Agile Rates delivers that.”

Visit IDEaS Live at HITEC 2018

Visitors to HITEC are encouraged to stop by the IDEaS booth (1704) for a live demonstration of pricing and revenue control with Agile Rates. At HITEC, IDEaS will provide information on voice-



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integration capabilities, new resort functionalities such as per-person pricing and the innovative meetings & events tool, Smart Space by IDEaS.

Attendees at the co-located Revenue Optimization Conference (ROC) can find IDEaS at the George R. Brown Convention Center (1001 Avenida De Las Americas, Houston, TX).

Discover more about IDEaS Agile Rates in the [Hotel Pricing, Reinvented video](#).

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 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.

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