

IDEaS and Silverbyte Partner to Provide Two-Way Data Integration

Global hospitality technology leaders deliver accessible revenue and market data to support automated forecasting, room-type pricing and inventory controls

MINNEAPOLIS—Feb. 13, 2020—IDEaS announced today a new technology partnership with Silverbyte, Ltd. The two-way data integration between IDEaS' sophisticated [revenue management solutions](#) and Silverbyte's leading property management software, [Optima PMS](#), will provide enhanced performance, productivity and profitability for the global hotel industry.

Regardless of the size or operational complexity of a property, the integration provides accessible revenue and market data to empower hotels and resorts with more granular levels of data analysis.

- **Innovative hotel technology leaders join forces** – With a common goal of providing integrated systems that best serve the guest journey, IDEaS and Silverbyte are committed to helping hotels deliver the right price at the right time to the right person.
- **Seamless, two-way integration** – This sophisticated, yet simple, integration delivers accessible, near real-time revenue and market data to empower improved sales and booking strategies, maximize accurate forecasting and precise pricing and increase occupancy.
- **Regional focus, global reach** – The two companies represent a remarkable global reach, with a widespread client base in countries around the world. With Optima PMS implemented at 85 percent of Israel's hotel properties, Silverbyte is the region's largest hospitality technology provider.

[Einav Peleg Cohen](#), chief executive officer, Silverbyte, said: "With our new two-way data integration with IDEaS' sophisticated revenue management solutions, our clients can leverage the power of automated revenue science to ensure each hotel guest stays in the right room at the ideal rate."

Joseph Martino, chief business development officer, IDEaS, said: "Our integration partnership provides hotels with greater levels of data-driven intelligence, occupancy and profitability. This integration will equip IDEaS and Silverbyte clients around the world with powerful pricing and forecasting capabilities for a more confident revenue strategy."

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEaS delivers revenue science to more than 13,000 clients in 140 countries. Combining industry

knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Silverbyte

[Silverbyte Ltd.](#) has been a leading supplier of property management software to the hospitality industry since 1992. Optima has hundreds of installations worldwide and commands 85 percent of the hotel market in Israel. We at Silverbyte are keeping it simple and elegant, orientating our developments to meet all changes and trends in the hospitality industry, giving you the opportunity to transform your guest's experience and level it up.