

IDEaS and SIHOT Expand Partnership to Provide Seamless Two-Way Data Integration for Hoteliers

Long-term partnership optimizes revenue for all hotels and room types and delivers increased operational effectiveness through automated pricing decisions

LONDON—June 4, 2020—IDEaS, the leader in revenue management solutions, announced today a new technology integration with SIHOT. The two-way data integration between IDEaS' [revenue management solutions](#) and SIHOT's leading property management software, [SIHOT.PMS](#), will help the global hotel industry accurately forecast business demand, maximize occupancy and ADR and increase overall operational effectiveness through automated pricing decisions.

- **Increases revenue, productivity and profitability** – Continuous innovation from industry leaders SIHOT and IDEaS provides a sophisticated two-way integration that enables hotels to better leverage revenue optimization and operational performance and delivers a powerful data exchange that enhances both technologies.
- **A powerful combination** – The integration utilizes SIHOT's technology to provide a continuous and complete data-sharing connection between systems via HTNG/OTA XML messaging. The seamless combination provides accessible pricing and availability data to empower revenue strategies and accurate forecasting.

David Warren, director of international sales, SIHOT, said: "No matter the size or operational complexity of a property, this integration provides hoteliers with increased efficiency and revenue performance. Our dynamic, easy-to-use user interface, automated procedures and reservation data combined with the deep, analytical insight provided by IDEaS delivers the latest in automated, machine-learning technology."

Joseph Martino, chief business development officer, IDEaS, said: "A partnership such as this is a result of many years of cooperative innovation and communications. Hotels that rely upon SIHOT for its state-of-the-art property management system and IDEaS for its leading data-driven revenue management solutions can now take advantage of 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 SIHOT

SIHOT has established itself as a powerful hotel information and management technology provider. With a comprehensive suite of integrated modules, SIHOT creates state-of-the-art systems to suit the particular needs of the hospitality industry. Leading companies worldwide, from youth hostels to five-star hotels and independents to chains, as well as event venues, rely on SIHOT.