

IDEaS and Host Hotel Systems Implement Two-Way Data Integration

Hotel technology partners combine industry-leading automated solutions to increase productivity and profitability

MINNEAPOLIS—Oct. 14, 2020—IDEaS and Host Hotel Systems have announced a two-way data integration to provide hotels with the most advanced science and automation to optimize the front- and back-office operations while maximizing revenue performance. The collaboration automates the seamless transfer of information between [IDEaS' revenue management solutions](#) and [Hostpms Property Management System \(PMS\)](#).

- **Accurately forecasts true demand** – By streamlining the exchange of data between the Hostpms PMS and IDEaS RMS and G3 RMS, the integration transfers real-time transactional data by room type to IDEaS while automatically providing Host's PMS with IDEaS pricing and inventory controls.
- **Saves time and optimizes revenue** – Near-real-time updates provide hoteliers a time-saving solution to reduce manual efforts while optimizing revenue and delivering a greater guest experience.

Ana Glória, product and partnerships manager, Host Hotel Systems, said:

“The core tenet of Host Hotel Systems is an acute client focus, dynamic business model with a keen focus on innovation. This allows us to maximize hospitality business goals and occupancy while increasing ADR. Partnering with IDEaS will help our clients streamline their day-to-day operations.”

Joseph Martino, chief business development officer, IDEaS, said: “Both IDEaS RMS and IDEaS G3 RMS enable hoteliers to optimally manage and analyze the data behind forecasting and pricing. Through sophisticated partnerships such as this, we are able to provide hotels with the most advanced science and automation to increase efficiency and drive more profitability.”

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 14,000 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 Host Hotel Systems:

Host Hotel Systems (HHS) is a leading travel technology provider that works side by side with properties and travel suppliers to deliver the best products and services to its clients. The value proposition for HHS is based on a consistent focus on the hospitality industry and client needs, offering multiple automated solutions that allow hotels to monitor daily operations, drive more efficiency and increase business performance.