

MOB HOTEL Selects IDEaS for Pricing, Forecasting and Reporting across Its Growing Portfolio

Paris-based hotel group set to drive greater operational efficiency and more competitive rates with IDEaS Pricing System

LONDON—Feb. 2, 2022—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today that MOB HOTEL will implement [IDEaS Pricing System](#) across its growing portfolio of eco-friendly, socially minded properties in France and the United States.

As MOB HOTEL expands, its manual, spreadsheet-based pricing process could no longer be sustained. The hotel's revenue team selected IDEaS to achieve:

- **Scalable automation** – IDEaS Pricing System automatically distributes rates across hundreds of channels and develops occupancy-based forecasts to drive competitive pricing decisions and enhanced operational planning.
- **Flexible reporting** – IDEaS' automated reporting functionality enables users to quickly create and schedule easy-to-read, impactful reports with drill-down analysis into total hotel and market performance.
- **A committed technology partner** – MOB HOTEL's revenue team has appreciated IDEaS hand-in-hand, ongoing support and high-quality level of service every step of the way.

Olivier Pateras, Multi-Hotels Revenue Team Manager, MOB HOTEL, said:

"IDEaS will help me remain fast and flexible. I'm not a fan of the reporting process. IDEaS makes it easy to generate insightful reports, budgets and forecasts and automatically send them as needed. IDEaS has been very professional and involved throughout the entire process so far, and the decisions Pricing System provides will help our revenue team free up time to focus on other important tasks."

Cheryl Hawksworth, managing director, EMEA, IDEaS, said: "IDEaS is proud to partner with MOB HOTEL to help ensure its unique properties enjoy continued success as the portfolio expands. IDEaS Pricing System is a great tool for revenue teams like this looking to enhance their capabilities through automated, competitive intelligence and data-driven, revenue-enhancing decisions."

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 18,000 clients in 145 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 MOB HOTEL

[MOB HOTEL](#), an artisan hotel, is committed to social ecology with its establishments at Puces de Paris and Lyon Confluence. "Here, we do not judge—we do, and we make progress every day." The hotel group is also famous for its certified organic hotel restaurants where culture meets agriculture.