

IDEASTM
A sas COMPANY

A man in a dark suit and orange tie smiles warmly at the camera, pointing his right hand towards the viewer. He is standing in a bright, modern office lobby with wood-paneled walls. In the background, a woman in a business suit is walking past, and another person is seated at a desk talking on a phone. The scene is well-lit with natural light from large windows.

Custom Revenue Solutions

“With IDEaS, the service is top quality. They are very responsive and willing to work with us and our needs, whether for specific enhancements or just challenges we face on a daily basis.”

**~ Mark Molinari, Executive Director of Revenue Management,
The Venetian Las Vegas Hotel, Resort and Casino**



Modeling custom solutions to drive better revenue

All companies—no matter how successful—struggle with revenue challenges. Some strive to better forecast demand and optimize prices, while others are looking to find new revenue streams or reverse declining results.

Even with widely divergent goals, companies all around the world come to IDeaS because time and time again, IDeaS has been the difference between a loss and a gain, between leading the market and simply reacting to it. We were early pioneers in the revenue management and price

optimization field over 20 years ago; and we remain one of the most respected leaders in the industry today.

Within Hospitality and beyond, we've helped more companies than any other revenue management firm consistently drive better revenue. As a wholly owned subsidiary of SAS Institute, we apply the most advanced science available; develop customized yet practical strategies; and most important, get measurable results.

A proven methodology that delivers results.

Helping a company increase revenue and profit margins while growing market share doesn't happen by accident. Our proven methodology features a collaborative, client-centric approach and leverages advanced analytics and statistical modeling. In addition, our phased approach minimizes risk and delivers value early and often, at every step of the process.



1 **INSIGHT** into revenue opportunities

We begin by immersing ourselves in your business, examining your process and data. We analyze current and expected business volume, using powerful proprietary models to produce a target return on investment. And we recommend changes designed to produce both quick wins and long-term improvements.

2 **IMPROVE** revenue practices

We implement the enhanced revenue management practices in your current environment and incorporate either manual or automated tools to augment forecasting and pricing capabilities. We guide you in measuring your revenue performance as a standard best practice.

3 **INSTILL** sustainable capabilities

Finally, we expand and fine-tune revenue performance capabilities across the organization, and establish fully automated solutions when appropriate, to ensure a sustainable advantage. We develop solutions that can co-exist in your current environment and train your employees along the way to ensure a deep revenue performance culture.

IDEaS Capabilities: The building blocks of superior revenue performance

We offer a targeted set of services that leverage our advanced analytics and deep experience to build a competitive and sustainable advantage for clients:

Revenue Management Development

Developing a sophisticated revenue management structure and culture are the cornerstones of driving consistent revenue performance within an organization. We understand that companies can find themselves at different stages in their revenue management development and need assistance with reaching the next level and beyond. We can help build revenue management organizational structures, identify the right people for the right positions, develop segmentation and pricing structures, and create standard revenue management operating procedures and implement revenue management training programs.

Revenue Opportunity Analysis

Working collaboratively with you, we analyze existing data, current business processes and infrastructure, exposing gaps that could be hiding revenue and formulating a strategy to exploit the opportunities.

Price Sensitivity Analysis

We estimate the demand for your products by examining price sensitivity and rates. Our recommendations ensure that your pricing strategy motivates purchases without discouraging interest in less price-sensitive segments.

Competitive Performance Analysis

Adjusting your prices to the competition without understanding the rationale behind the change can be risky. We analyze competitive pricing data and bring that intelligence back into your pricing strategy to ensure a proactive approach.

Demand Forecasting / Segmentation

We help you segment your demand correctly, based on your market or your product mix, then apply the appropriate pricing to optimize revenue. As a result, you capture the right volume of demand at the right price for each segment or product.

Benefit, Impact and Performance Measurement

Every company tracks key performance indicators. We go even farther, using proven scientific measurement methodologies to determine your current revenue and forecast expected growth. The result is continual improvement in your pricing and revenue performance.

Virtual Revenue Management Services

Virtual Revenue Management services can assist an organization in maintaining its performance momentum when confronted with a lack of internal revenue management resources. It affords companies the ability to quickly gain access to an experienced and highly capable revenue consultant in addition to a variety of services and resources that might not otherwise be accessible to them.

Real results from real organizations.

We've delivered consistent, sustainable results for over 2,000 customers dating back more than 20 years.

In each case, we model a solution that's configured to the client's unique situation. Even the method of delivery is tailored to their needs – from manual in-house tools to Software as a Service (SaaS) to Results as a Service (RaaS). We also offer Virtual Revenue Management Services to give clients who lack internal

revenue management resources quick access to our experienced consultants and services.

The following case studies illustrate a few of the ways we've helped companies focus on what they do best and how to achieve even better results.

“Really, no matter how you look at it, I think we have managed to gain additional room nights and, most importantly, revenue in most of our properties since IDeaS came along.”

~ Sokos Hotels



Instilling a Revenue Management Culture to Drive Performance

A Case for Revenue Management Development

Protea Hotels' success and its reputation as a market leader in Africa is testament to the proactive and innovative culture that drives the group. They understand quite clearly that effective revenue management is a combination of people, processes and technology. Protea turned to IDeaS to jointly develop the revenue management infrastructure within the group. After having successfully installed the IDeaS Revenue Management System in a number of key hotels, Protea engaged IDeaS to establish a revenue management development roadmap for the group as part of the Insight process.

One of the key findings from this process was the need for Protea to develop a core revenue management

standard and culture across all its hotels. The lack of revenue management skill in the region was one of the main barriers to achieving this. To overcome this challenge, IDeaS and Protea worked together as part of the Improve process, to build revenue management standard operating procedures for the group, based on internal and global best practices.

To Instill these new operating procedures across the organization, we jointly created a "Revenue Management 101" training program. Applying a train-the-trainer concept, IDeaS enabled Protea to roll-out the program seamlessly across its hotels through Protea Hotels' Institute for Professional Development.

"IDeaS is not just a systems company, with this project we have consolidated our relationship with IDeaS, benefiting from their international industry expertise – although in the region, tourism figures are down, Protea Hotels has bucked this trend, and is outperforming the market."

~ Bryan Mulliner, Strategic Development and Revenue Director at Protea Hotels



"We are now able to expertly employ advanced revenue management techniques and processes, delivering recognizable business benefits."

~ *Gastwerk and 25hours Hotel No. 1*

Increasing RevPAR Index through Enhanced Revenue Management Structure

A Case for Virtual Revenue Management

The main challenge that prompted Gastwerk and 25hours Hotel No.1 to partner with IDEaS was the issue of pricing transparency. A lack of an integrated pricing structure and the increasing ability of customers to view multiple prices and products through online channels and hotel review sites resulted in rate discrepancies for prospective guests.

The IDEaS' Consultants recommended that Gastwerk and 25hours No.1 create a dedicated revenue management role. The hotels also implemented a new process for the determination of rates, and adjusted their group pricing structures and market segmentation.

IDEaS also delivered daily tactical revenue management support to Gastwerk and 25hours No.1 in the form of Virtual Revenue Management Services.

Since the consulting project ended, the two hotels have been doing exceptionally well against their competitive set – in August 2011 Gastwerk showed a 7.5% increase in RevPAR (Revenue Per Available Room) Index, while 25hours No.1 showed a 2.7% RevPAR Index increase.



Steering Car Park Pricing in the Right Direction

A Case for Custom Software Development and SaaS

When one of the UK's busiest airport companies first came to IDEaS, they had been pricing their numerous car parks manually, an overwhelming task for any company, let alone one that handles almost 150 million passengers per year. Added to that, they were in dire need of a price optimization and revenue management solution where none existed. After a detailed onsite analysis, IDEaS developed a first-of-its-kind, automated, dynamic pricing Car Park Revenue Management System. It so suited the way car park operations work that they've since installed it at their other airports.

"Anything that can help run and manage a business as complex as car parks is a great benefit. But it was the uniqueness of IDEaS' offering together with the company's experience that made us realize that this was the best fit for our organization."

~ Owner of one of Britain's busiest airports



22

years ago we started helping clients manage their revenue

2000

clients later we're still finding the revenue opportunity in every situation

200M+

pricing decisions are executed around the world every single day using IDeaS software.

94

countries on 6 continents have companies that run on IDeaS Revenue Management Systems

95

percent of all our clients are still working with us today

IDEAS[™]
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DRIVING BETTER REVENUE

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