



Corporate Headquarters

8500 Normandale Lake Blvd
Suite 1200
Minneapolis, MN 55437 USA
Phone: + 1 952 698 4200

Americas

Seattle, WA
Phone: + 1 206 767 2289

Minneapolis, MN
Phone: + 1 952 698 4200

Washington, DC
Phone: + 1 202 232 3839

Naples, FL
Phone: + 1 239 594 9701

Europe, Africa & Middle East

Munich, Germany
Phone: + 49 8106 303253

Dusseldorf, Germany
Phone: + 49 8106 303254

United Kingdom
Phone: + 44 (0) 118 982 100

Asia/Pacific

Sydney, Australia
Phone: + 61 (0) 2 94160466


Singapore
Phone: + 65 6398 8988

New Delhi, India
Phone: + 91 11 4182 8982

Pune, India
Phone: + 91 20 2 567 9499



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We look forward to the opportunity to partner with you. If you have any questions or need clarification regarding the IDEaS Academic Partner Program, please do not hesitate to contact:

Partners@ideas.com



Clarity.
Confidence.
Control.



Academic Partner Program



As the hospitality industry's premier provider of Pricing, Forecasting and Optimizations solutions and services, IDEaS Revenue Optimization, a SAS COMPANY, enable hotels to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

As specialists in hospitality, we serve hotels from the budget sector to luxury, from large property chains to single properties. Needless to say, we cannot deliver this value to our clients without partnering with leading technology partners and businesses that share our vision of client centricity and constant innovation.

In our continuing endeavor to work more proactively within the academic community, we present the IDEaS Academic Partner Program. This program outlines our overall approach to partnering with educational institutions that offer programs in Hospitality Revenue Management.

Enclosed is an outline of the Academic Partner Program, including the benefits of partnering with IDEaS and the steps to be followed in order to become an IDEaS Academic Partner.

There has never been a better time to be an IDEaS' Academic Partner. We encourage you to leverage the IDEaS Academic Partner Program to differentiate your academic curriculum and allow your students hands-on time and exposure to IDEaS V5i products – industry-leading Revenue Management solutions.

We look forward to you participating in the IDEaS Academic Partner Program.

"The IDEaS Academic Partner program and specifically the use of IDEaS V5i products within our courses, allow students to connect our theoretical models to systems in practice."

– Chris Anderson, Professor for Revenue Management at Cornell University



Objectives of the IDEaS Academic Partner Program

- To formalize how educational institutions worldwide offering programs in Hospitality Revenue Management can partner with IDEaS
- To create a program that will be available to any Academic Partner that wishes to leverage IDEaS' tools, knowledge and resources while agreeing to the responsibilities set out by the Academic Partner Program Agreement
- To increase visibility of IDEaS and its solutions and services in the hospitality academic community
- To create opportunities for collaboration on development of tools and knowledge resources to further thought leadership in Pricing, Forecasting and Optimization and better connect the hospitality academic community with IDEaS

Academic Partner Benefits

- Access to IDEaS' premium and industry-first repository of online and offline knowledge resources and tools
- Ability to differentiate Revenue Management academic curriculum by aligning with the market leader in Hospitality Pricing, Forecasting and Revenue Optimization
- Allow students hands-on time and exposure to IDEaS V5i products – industry-leading Revenue Management solutions
- Access to IDEaS' resources for guest speaking and mentoring opportunities during the academic calendar (subject to resource availability)

Mutual Benefits for Academic Partner and IDEaS

- IDEaS participation as a preferred Revenue Management Service Provider for the term of this agreement
- Recognition of participation in the IDEaS Academic Partner Program via commonly deployed marketing channels
- Creation of opportunities to collaborate and further thought leadership and best practices in Pricing, Forecasting and Optimization

Summary of Academic Partner Responsibilities*

- Feature the IDEaS logo and company description on applicable academic partner website(s)
- Comply with IDEaS' Corporate Communications Guide for the use of IDEaS Corporate Brand Identities
- Identify a Professor or Instructor (Designated Contact) who shall be responsible for all communication and collaboration with IDEaS
- Provide a secure hosting environment for the content of the IDEaS Learning System

**Please refer to the IDEaS Academic Partner Agreement for further details*

Steps to becoming an IDEaS Academic Partner

1. Review IDEaS Academic Partner Information Package
2. Submit Expression of Interest Form
3. Execute IDEaS Academic Partner Agreement
4. Complete the required courses using the IDEaS Learning System
5. Access and utilize IDEaS' tools and knowledge resources as an IDEaS Academic Partner

IDEaS Academic Partner Information Package

1. Expression of Interest Form
2. IDEaS Learning System required courses for the Designated Contact
3. IDEaS Academic Partner Agreement
4. IDEaS V5i products brochures
5. IDEaS Corporate Communications Guide
6. Academic Partner Program Visuals:
 - a. Web presence on www.ideas.com
 - b. Live webinar invitations
 - c. On-demand webinar repository
 - d. IDEaS V5i products demonstration versions
 - e. IDEaS Learning System content



For more information about IDEaS please visit: WWW.IDEAS.COM

"Our partnership with IDEaS through the Academic Partner Program provides an innovative way for combining theory and hands-on practice in Revenue Management. During the academic year 2008-09, IDEaS V5i has been used for both the undergraduate and the Master in Hospitality Administration programs. The feedback we have received from the participants confirms the quality and the value of the choice we made." –Horatiu Tudori, Revenue Management Professor, Head of Academic Sector for Ecole hôtelière de Lausanne