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## **Derby Hotels Collection Leverages its Revenue Management Strategy with IDEaS**

**MINNEAPOLIS, MN & MUNICH – 13 JANUARY, 2009** – IDEaS Revenue Optimization, the leading provider of [revenue management and optimization](#) solutions and services, announced today that the Derby Hotels Collection is rolling out IDEaS V5i On-Demand Revenue Management Solution throughout its entire estate.

Realizing the need to deploy a more strategic business optimization, the Derby Hotels Collection - a Spanish hotel chain comprising of nine 3 to 5 stars properties (Barcelona, Madrid, London and Paris) - was looking for a solution able to provide accurate forecasting, automate the availability control process and guarantee a more efficient administration of data from multiple properties.

"IDEaS' V5i proved to be the perfect fit for our requirements. Its intuitive user interface, the integration with our existing PMS, its excellent multi-hotel and cluster revenue management capabilities and the automated distribution options to CRS and internet booking channels all contributed to make our choice an easy one." says Pilar Salat , Director of Operations.

The Derby Hotels Collection is currently deploying all the available modules for the V5i solution. Pilar Salat added: "We find the BAR (Best Available Rate) Module to be a very powerful tool, as it helps us make appropriate pricing decisions while incorporating competitive rate information. In addition to that, it guarantees quicker and better response to our competitors' moves". Key for the Derby Hotels Collection were also the Group Pricing Module, designed to help hoteliers evaluate group requests and analyze displaced revenues – especially important also across multiple properties in the Barcelona cluster, and the Centralized Control Module, which allows authorized users to view data from multiple properties and support and monitor the hotel's revenue management strategies and tactics and performances

“With the uncertain economy characterizing the present marketplace, hoteliers are finding it increasingly difficult to account for changing demand volumes and patterns. IDEaS’ can be the best ally in providing good advice and support to navigate tough times ahead,” said Fabian Specht - IDEaS Director EAME. “The implementation of our IDEaS V5i solution in a very well reputed chain in Spain such as the Derby Hotels Collection will certainly raise awareness of dynamic pricing in the Spanish market and will be a step forward towards the creation of an automated revenue management culture.”

### **About IDEaS Revenue Optimization**

IDEaS, a SAS COMPANY, is the premier provider of enterprise revenue optimization solutions and services. IDEaS can help make an immediate impact on company revenue and profitability with its forecasting, optimization and pricing solutions. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

### **Derby Hotels Collection**

Designed for cosmopolitan guests who appreciate a new kind of comfort, the Derby Hotels Collection is a new concept of hotels, combining art, luxury and courteous service. Derby Hotels Collection hotels are characterized by their unique and original spaces, where antique art pieces come together with those of the avant-garde. The Group has a total of nine establishments (Claris 5\*GL, Granados 83 4\*S, Gran Derby 4\*S, Derby 4\*, Balmes 3\*, Balmes Residence and Astoria 3\* in Barcelona; Urban 5\*GL and Villa Real 5\* in Madrid; and The Caesar 4\* in London); Lofts & Apartments luxury apartments in Barcelona (Allada, Aramunt and Val apartments; and two more that will be opening soon (Hotel Banke 4\*S in Paris; and Hotel Suites Avenue in Barcelona). For more information: <http://www.derbyhotels.com>