

See yourself in control.

Clarity. Confidence. Control.

IDeaS solutions provide hoteliers with a clear vision to their data, giving them greater control over their business.

IDeAS
Revenue Optimization

**HELPING
HOTELIERS MEET
TODAY'S
HOSPITALITY
CHALLENGES**



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IDeaS features a new generation of modular functionality designed for what you need to run your hotel today. IDeaS Revenue Optimization delivers genuine business intelligence designed to give you the greatest control over your business.

As the industry's pioneer, IDeaS defined the building blocks of revenue optimization technology. We offer a solution miles ahead of today's rudimentary revenue management products. As the industry leader, IDeaS was there to define the space, and IDeaS continues to redefine how Revenue Optimization helps hoteliers face their most pressing business challenges.

DISTRIBUTION AND CHANNEL MANAGEMENT

The ongoing need for solid business intelligence continues to challenge the most seasoned operator in today's data intensive environment. Having access to a myriad of business intelligence is only part of the equation. Without the tools to extract the most relevant information, and then easily and efficiently implement decisions on a timely basis, the value of the information is diminished, or worse, useless. IDeaS innovatively addresses these challenges in a spectrum of ways.



Channel Management

IDeaS Channel Management delivers a clear view to all your distribution channels. For too long hoteliers have struggled to reconcile which rate to quote to various channels and how that will impact the overall mix of business. IDeaS provides you with this critical information and can automatically upload it to your central reservation system, the GDS and your various Internet distribution channels. No more second guessing.

Competitive Set Analysis and Rate Shopping Integration

Understanding your position within your competitive set is critical information in a constantly changing market. IDeaS gives you the ability to benchmark your hotel against its competitive set based on occupancy, average rate and other pertinent data and then displays your ranking according to that criteria giving you added confidence in your strategic decision making.

Regardless if your hotel subscribes to a competitive information service or does its own call arounds, this tool will make your life easier and your decisions clearer. IDeaS also offers a built-in integration to the most popular competitive rate shopping engines. On a daily basis we will report the competitive rates from the GDSs, brand websites, and designated Internet merchant sites such as Expedia, Travelocity, and Orbitz. Combined, this suite of functionality provides the industry's most complete view of this valuable information, adding a measure of confidence to your strategic planning efforts.



"We selected IDeaS because of the proven incremental results they produced working with our company. When IDeaS installed the Grand Hyatt Seoul, we immediately saw the impact of the system on our market share. The hotel moved up to number one in revenue market share within its competitive set. IDeaS was the obvious choice."



"We carefully evaluated the market alternatives to revenue management. The comprehensive solution from IDeaS demonstrates clearly the flexibility and performance we needed to serve the uniqueness of each of our Inter-Continental properties. We choose IDeaS because of the excellent results they produced from our pilot installation, and also because of the commitment displayed by the technical and project management staffs during training and implementation. It was the people behind the solution that made IDeaS stand out."

WHY HOTELS

CHOOSE IDEAS



Clarity. Confidence. Control.

Since 1989 IDeaS has been the leading provider of travel and transportation focused pricing and revenue optimization solutions and since 1995 we've solely addressed the needs of hospitality professionals. IDeaS offers award-winning technical innovation paired with unsurpassed personalized support. Our solutions are specifically designed to provide hoteliers with a clear vision to their data, thereby giving them greater control over their business. As specialists in hospitality, we serve hotels from the budget sector to luxury, from large property chains to single properties.

Our mission, to be your innovative pricing and revenue optimization partner, bringing clarity and control to your journey to success sums, up who we are. A company of dedicated people focused on helping you achieve your goals.

PRICING AND GROUP MANAGEMENT

What rate to quote to that unqualified guest is a daily challenge faced by hotels. Quote too high and risk losing the booking, quote too low and compromise your revenue and profitability. IDEaS Best Available Rate (BAR) module puts you back in control with a dynamic pricing engine that can tell you the optimal rate to quote based on the probability of booking the guest.

Greater control over group business is at your fingertips as well. IDEaS delivers the world's most sophisticated group forecasting, evaluation and management solution. IDEaS forecasts group materialization and group wash by both group market segment and size allowing you to understand the total demand for your hotel or estate. For even richer results, IDEaS Group Evaluation Module provides group pricing recommendations and guidance for optimal placement to help fill your hotel when and where you need to.

CENTRALIZED CONTROL

With centralized control hoteliers can lower their overhead expense through consolidation of their business intelligence staff while operating more productively.

Multi-Property View

For hoteliers that require an At a Glance view of their group data and performance across their estate, but who prefer not to place specialized staff in each location, IDEaS puts the power to manage multiple properties from a single location in your hands. This allows you to reduce the overhead of hiring additional team members while having a first hand view of all the properties in the estate.

Cluster Yielding

Today's hoteliers need to yield across properties based on their unique requirements. Any combination of hotel properties can be included for optimized demand and increased revenue and profitability.

Consolidated Reporting

User defined reporting by geography, owner, management company, brand or any other configuration is standard with IDEaS.

ASP DELIVERY: SOFTWARE AS A SERVICE

Recognizing the need for a faster, easier and more cost effective deployment method, IDEaS has introduced ASP deployment for its industry leading solution. ASP deployment offers hoteliers the best of both worlds; our award winning technology delivered in a way that makes it easier to purchase, faster to learn, and conveniently supported. With IDEaS subscription service you get all of the benefits of IDEaS' award winning technology with none of the encumbrances inherent in a traditional software purchase.

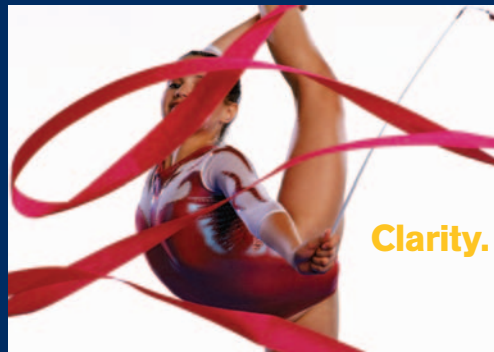


"IDEaS consistently delivers superior customer service and ranks as one of the top Hilton vendors in relation to support and technology expertise."



"We had a number of goals we were trying to accomplish with the addition of the IDEaS solution. Specifically we were looking for ways to balance our needs for strategic forecasting and greater granularity in length of stay restrictions, against our customer's historical expectations of superior service and annual availability. With IDEaS we succeeded in our desire to cleanly deploy strategic guest optimization in both the low and high season. The result is measurable and significant increases in revenue directly attributable to the IDEaS' solution."

WE CARE



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If you're like most hoteliers you're accustomed to providing great service, not receiving it. With the IDEaS CARE program you'll receive the industry's most comprehensive service offering in the industry. Our clients rest assured knowing that they have a partner with a dedicated interest in helping them be successful and a commitment to provide top tier support on their time schedule. IDEaS is on hand 24 hours a day, seven days a week.

With offices around the globe, IDEaS CARE teams are highly skilled specialists. With our proven processes we monitor key performance indicators at our client hotels daily to ensure optimal revenue decisions are consistently being made. This allows you to maximize opportunities regardless of the prevailing market conditions and ensure that the integration between all your data systems function.

DELIVERING TO HOTELIERS UNEQUALLED OPERATIONAL AND FINANCIAL RESULTS

As the trusted leader in Revenue Optimization, our success is measured on our ability to help IDEaS clients be successful. Our solutions have a proven track record of solid financial return in the world's most diverse and demanding environments. For that reason, IDEaS' solutions are considered mission-critical for all types of hotels from budget sector to luxury, including large global chains or single properties.

More importantly, IDEaS solutions are designed to provide hoteliers with an unfettered view of critical data across their portfolio allowing them to have better control of their decisions and ultimately better control of their business.

THE LEADER IN INNOVATION

IDEaS is recognized for its ability to consistently deliver the best new solutions to the ever-changing hotel industry. The most robust solutions on the market, our products are also designed to be easy to use and even easier to deploy.

IDEaS offers a revolutionary solution suite. An industry first, IDEaS delivers revenue optimization for use at any hotel regardless of its size or complexity. IDEaS solutions are a breakthrough for hoteliers who need to achieve true centralized control over their pricing and revenue optimization challenges and increase profits chain-wide.

Our awarding winning science is matched by IDEaS' intuitive, easy to navigate user interface, and our state-of-the-art interactive revenue optimization training program. Supplementing our interactive training, IDEaS offers the most skilled training specialists in the industry. Conducted at your location, the IDEaS team will train your team in your environment and configure the solution, mapping it to your hotel's unique business objectives.

With the addition of IDEaS' new online training module, hoteliers are equipped to learn details of the IDEaS solution and the industry's most insightful pricing and revenue optimization strategies and concepts at their own pace. For many hotels, this means that the system is accessible and ready to use in just a few weeks. IDEaS clients have already found a solution that allows them to operate at their highest potential, how about you? Experience the power of a great partner and a great solution-Experience IDEaS yourself and discover your potential for success.

CLARITY, CONFIDENCE, CONTROL

Imagine solving your greatest challenges while improving your RevPAR. Imagine the strategic advantage a clear view to your data will deliver. Imagine a partner as committed to your success as you are. With IDEaS as part of your team, what you imagine will become reality. Today, IDEaS' clients are already doing it. Call today, and discover how IDEaS can support your vision.



"We are very excited to have signed our deal with IDEaS. Attaining maximum revenue generation is one of our primary objectives. With IDEaS, we will be able to acquire greater control over our room inventory and thus, our business."



"In our pilot, we were able to prove conclusively that IDEaS would work in the Travelodge environment and deliver results. IDEaS ability to then take it a step further and complete the installation seamlessly and ahead of schedule exceeded our high expectations. The IDEaS product has already been shown to have a significant impact on shoulder night occupancies"



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