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IDEaS wins Sofitel Heathrow deal

Wednesday, August 06 2008 @ 01:14 PM GMT

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IDEaS Revenue Optimization has announced today the newly opened Sofitel London Heathrow, one of the largest luxury airport hotel and convention venues in the UK, will install IDEaS V5i On-Demand Revenue Management Solution to manage its pricing strategies and deploy strategic business optimisation.

"As the hotel will be located in a very high demand area, the ability to provide superior forecasting and pricing is paramount for us," said John Donaldson, Executive Director at Sofitel London Heathrow. "IDEaS' broad expertise in the hospitality market, together with state of the art integrations, such as the new Sales & Catering Interface with Newmarket Delphi products, clearly set the company apart from its competitors. In particular, key for us was IDEaS' ability to work within the Accor brand standards for pricing, as well as the ability to deal effectively with high demand markets" added Mr. Donaldson.

The implementation of IDEaS V5i at Sofitel London Heathrow has already started and it will be completed by the end of August. The IDEaS V5i On-demand Revenue Management Solution will be deployed with modules such as the Best Available Rate (BAR) Module, which helps formulate optimal pricing decisions while incorporating rate shopping information, thus guaranteeing quicker and better responses to market conditions; the Budget Module which provides hoteliers with an easy method to assess their performance against financial goals, allowing them to compare rooms sold and revenue at the hotel and market segment level to corresponding budget figures, and the new Sales & Catering Interface which provides the functionality to launch the Group Pricing Module from within the Newmarket Delphi product. The Group Pricing Module, which will be pre-populated with basic information from the Newmarket system, is designed to help hoteliers evaluate group requests, analyse displaced revenues, find alternative dates and include ancillary revenues and costs for a total value assessment.

"The high profile of this new property, which is one of the UK's largest hotel openings in 2008, and its strategic role in developing the Sofitel brand within the country, reinforces IDEaS position as the global market leader in revenue management solutions," said Cheryl Hawsworth, IDEaS Sales Manager UK. "Additionally, this is one of the first large properties to take advantage of IDEaS New Hotel Success Service Package, which allows new hotels to use IDEaS' solutions without the need for historical data typically required, by leveraging their budget data and using business patterns from similar types of hotels. Forecasts and decisions, critical when opening a new hotel, are then able to be produced with greater accuracy and speed than ever before."



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