

Clarity. Confidence. Control.

IDEAS
Revenue Optimization



**IDEAS OFFERS
A PROVEN SOLUTION
THAT:**

- *Increases Revenue*
- *Improves Competitive Set Performance*
- *Builds Higher Property Valuations*
- *Offers Significant ROI and Payback*
- *Delivers Results*
- *Delivers Unsurpassed Business Intelligence*

IDEaS Revenue Optimization

IDEaS Revenue Optimization is the latest offering from the industry's premier provider of hospitality-focused revenue management and business intelligence. A revolutionary solution suite, this 5th generation hospitality product is designed to provide hoteliers with an unfettered view of critical data across their portfolio, giving them better control of their decisions, and ultimately, better control of their business.

IDEaS is a breakthrough for hospitality companies who need to achieve enterprise-wide control over their business intelligence and want to optimize revenue and profits across an entire chain.

Best of all, this product is from IDEaS, the trusted leader in Revenue Optimization. Our acclaimed solutions have been helping to control revenue decisions for the world's most successful hoteliers. Isn't it time we helped you?

Intuitive User Interface

IDEaS offers an array of user-friendly design elements for unmatched ease of use. Information is prioritized and presented in colorful, straight forward graphs and charts for quick access and use through a standard Internet browser. User defined links provide an easy way to revisit favorite reports or screens from the IDEaS application, or other frequently used web sites. The information you need most is always just a click away.

The IDEaS home screen provides the user with a spectrum of valuable data. Easy-to-read graphics and data on key hotel performance indicators provide a clear view to the information most important to you. Monthly graphical views of Estimated Room Revenue, Occupancy, ADR and RevPAR along with Alerts, Special Events and quick links are delivered in an easily navigated way.

Along with an overview of your business, IDEaS supports in-depth analysis of your data through drill down capabilities, from the total hotel level down to market segment and in any user defined year to year date range.

The Industry's Most Powerful Business Intelligence delivered in an Easy to Use Solution

Management Reports

IDeaS' reporting brings together the data you need in charts and tables with options to export to Excel or a PDF. IDeaS reports are designed to highlight business trends and exceptions, review booking paces and showcase results of marketing activities as well as revenue management control reports.



Prioritized information and colorful, straightforward graphs and charts make IDeaS reports clear and easy to read.

With over 30 easily accessible reports targeted to key areas of Forecast, Decisions and Management, users can measure ongoing performance against forecast and prior year's performance. IDeaS' decisions are tuned to support your specific property management system's or central reservations system's requirements from Minimum Length of Stay, Full Pattern Length of Stay to Hurdle or Bid Price. Statistical reports provide the ability to manage by exception, critical in today's environment of data overload. Whether it is the analysis of bookings to date, day of week patterns, group placement or the impact of revenue management practices on RevPAR, IDeaS delivers your data clearly and quickly allowing you to make informed decisions in a timely manner.

For hotels that would like to yield across a set of properties, or who need to support dynamic pricing, IDeaS offers two additional reports, Cluster Yielding and Best Available Rate. Designed for hoteliers in complex environments these reports represent the next generation in control by offering a distinct view of information tailored to their needs.

Consolidated Reports

This report suite provides you with a set of reports which enable comparison between properties and consolidated data to subsequently assess cluster performance and trends. Users are given infinite freedom to define the set of properties to compare.

Customized Reports

Further supporting your analysis needs, IDeaS data extraction provides clear access to all the data elements in the system for exporting and manipulation through Excel. There is no need to impact IT resources, all the data is easily available to you and your team.

Alerts

Alerts are user defined warnings that monitor occupancy and provide automated notification of future days where forecasted occupancy is different than expected. The system's flexibility allows the business to be monitored based on time periods or business types.

Competitive Set Analysis

In a fast-paced and constantly changing environment, understanding your position compared to your competitors is critical. IDEaS allows you to benchmark yourself against your competitive set in key areas including Rooms Sold, RevPAR and ADR. This provides a graphical view of the data and adds confidence in your strategic decision making by clearly showing your position in comparison to your competitors.

Web-based Support, Training and Learning Management

Today's increasingly complex hospitality environment calls for a well trained staff. Understanding this challenge, IDEaS has broken new ground in development and delivery of web-based training. Long recognized as having the industry's premier training programs, we know that having the tools to operate your business is just one part of the equation for a successful hotel. Within the IDEaS system are three of the industry's most advanced client support solutions.

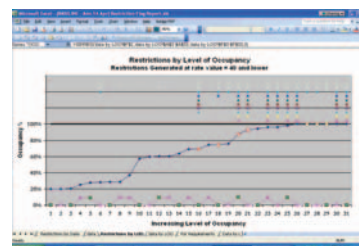
The **IDEaS Client Portal** allows clients to report and view the progress of questions and issues online via the web for either a single property or across multiple properties. 24x7 access to FAQs, application news and support keep IDEaS clients connected day and night.

IDEaS Educational Hotel offers IDEaS users a self-paced interactive training program designed to provide education on both the IDEaS system and in the concepts of revenue management. The IDEaS Educational Hotel is available any time, anywhere, from a computer with a browser and internet connection.

IDEaS Learning Management System is the newest and most advanced online training offering in the industry. The IDEaS LMS offers each user an individualized learning curriculum which starts from the initial implementation process and then offers additional courses which build user expertise. Course training can be customized to meet the strategic needs of each IDEaS client hotel. Reporting within the LMS allows individual users to see their progress along with allowing the corporate client to view progress at a user, hotel, and regional or complete estate level.

QUICK AND COST EFFECTIVE FOR ESTATES OF ANY SIZE

- Any size Hotel
- Any Market Segment
- Any Level of Revenue Management Experience
- Any Country or Language
- Any Budget



Multiple filter and drilldown options will allow you to customize your reports so you can make informed decisions in a timely manner.

LINDNER

Hotels & Resorts

"We were looking for options to improve the performance of our hotels and at the same time reduce the workload of our staff. By combining IDEaS' Web-based product with our existing central reservation system we have positioned Lindner for the future growth we anticipate for our group."

Web-Based Delivery

Recognizing the need for a faster, easier and more cost effective deployment method, IDEaS has made its industry leading solution available via the world-wide web. This deployment option offers hoteliers the best of both worlds, our award-winning technology delivered in an easy to purchase, faster to learn, and conveniently supported way. IDEaS' web delivery provides all the benefits of IDEaS' technology with none of the encumbrances inherent in a traditional software purchase.

- **ASP/Web Deployment:** No costly hardware investments, installed in days to provide immediate benefits, no need to tap your over extended IT resources.
- **Web-based access to system, training, data, controls, reports;** enabling the system to be available when and where you need it.
- **No onsite system upgrades required;** hotels can take advantage of the latest release and the newest features without the assistance of IT resources or the interruption or risk to onsite systems.
- **Seamless Integration:** Interfaces seamlessly with your PMS and CRS systems to reduce manual labor, save time and increase accuracy. IDEaS support of web services across all integrations allows for easy "plug and play" with complimentary solutions (IDEaS is a founding member of HTNG and active in OTA)
- **Modular functionality:** Additional modules can be added or dropped as business demands shift.
- **Infinitely Scalable:** Single Property to chain deployment options.
- **Country/Language Independent:** Users easily select the language most comfortable for them.
- **Hosted in a secure state-of-the-art data center;** relieves the hotel of any concerns regarding ongoing backups of critical data.
- **Payment as an annual subscription lower than traditional "capex" model.**
- **It's from IDEaS, the trusted leader in Revenue Optimization.** Built to IDEaS' exacting standards and incorporating the most sophisticated revenue optimization science in the world.

Don't wait to experience what so many of the world's leading hoteliers already know. Find out how IDEaS can help put you in control. Call today.