



NEWS

IDEaS Sets Industry Standard with 20 Years of Revenue Management Experience

02- 2-2010

IDEaS Revenue Optimization, the leading provider of hotel revenue management solutions and services, today celebrated its 20th anniversary. Delivering their first Revenue Management System to the market in 1990, IDEaS has been an integral part of the revenue management culture from its inception in the late 1980's. Acquired in 2008 by SAS Institute, IDEaS has grown to more than 250 employees, provides revenue optimization solutions and services to more than 1,600 hotel properties worldwide, and has expanded its hospitality portfolio to airport parking, bus transportation and event ticketing.



"We're exhilarated and continually driven by our affect on the revenue management industry over the last 20 years," said Ravi Mehrotra, founder and president, IDEaS. "For IDEaS, it has always been about people, processes and technology -- not just software."

During IDEaS' successful 20 years in operation, the company made significant contributions to the revenue management industry:

- First to apply the economic concept "**opportunity cost**" to Revenue Management Systems, giving revenue managers confidence that they are maximizing hotel revenue
- First to incorporate **competitive pricing** into hotels' daily pricing practice with the Best Available Rate module furthering the value of decisions
- First to embed **group pricing capability** into hotel Sales & Catering Systems, in turn achieving greater efficiencies in sales automation
- Set the standard for offering Revenue Management Systems via **Software as a Service** deployment, providing on-demand use and lowering investment cost for the end user
- Raised the bar on customer support programs by coupling **IDEaS for Success** with Revenue Management Systems in order to establish a revenue management culture around the software
- Launched the first of its kind **scholarship program** with Cornell School of Hotel Administration to empower future revenue management leaders in the hotel industry
- Launched exclusive **Academic Partner Program** in order to provide the hotel industry with superior revenue management knowledge and tools

"We're in the business of anticipating change and our goal is to continue to set new industry standards, provide the best revenue management intelligence and tools, and elevate hotels to the next level of profitability," said Mehrotra.

Join the conversation and download the free webinar, "The Evolution of Hotel Revenue Management," at <http://go.ideas.com/wn24/>.

About IDEaS Revenue Optimization | IDEaS, a SAS COMPANY, is the premier provider of Pricing, Forecasting and Optimization solutions and services. IDEaS' Solutions are implemented via Software as a Service (SaaS) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. IDEaS' Services help at all levels of a client's organization—strategic through operational—and our integrated approach differentiates IDEaS from the competition and creates the foundation for a successful partnership. 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.

Contact

Star Bazella
Marketing Manager
United States - Minneapolis, Phone: +1 952 698 4200
Fax: +1 952 698 4299
Email: star.bazella@ideas.com

Organization

IDEaS Revenue Optimization
www.ideas.com
8500 Normandale Lake Boulevard, Suite 1200
USA - Minneapolis, MN 55437
Phone: (952) 698-4200
Fax: (952) 698-4299
Email: IDEaS_Sales@ideas.com