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Upcoming Events



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IDEaS confirms Swiss deal

Tuesday, May 13 2008 @ 12:01 PM GMT

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IDEaS Revenue Optimization has named RM Solutions GmbH as its exclusive distribution partner for Switzerland.

RM Solutions has several years of experience in providing individual hotels and hotel chains with advice in revenue management systems and processes, pricing, electronic distribution, business intelligence, e-marketing and strategic sales support.

“We at IDEaS are very pleased to have found in Philippe Glur - Managing Director of RM Solutions - an experienced partner in the field of revenue management.” said Ulrich Pillau, Managing Director EAME for IDEaS. “Philippe has successfully introduced and serviced revenue management roll-outs in German, French and English-speaking countries. As a result of putting our market-leading system IDEaS V5i into more than 20 hotels in 8 countries he intimately knows the subject matter and is well equipped to advise hotels in Switzerland.”

IDEaS V5i On-demand Revenue Management solution draws up precise forecasts of demand on a scientific basis and enables room turnover to be measurably increased. Through advanced demand controls and price optimization under consideration of competitive information, the client may choose the fully integrated mode, which runs daily optimisation automatically via 2-way interfaces with the front office (PMS) and central reservation systems (CRS). IDEaS V5i also evaluates group-booking enquiries and produces meaningful reports and analyses.

IDEaS counts among its long-standing clients, many leading international and regional hotel chains such as, Hilton, Hyatt, Jumeirah, Kempinski, Lindner, Mandarin Oriental, Maritim, Shangri-La and Travelodge UK, but has also advised a large number of independent hotels. Swiss clients of IDEaS include the Hilton Hotels in Basel and Zürich, the Park Hyatt in Zürich, the Hotel du Rhone in Geneva and the Lugano Dante in Lugano. In addition Sunstar Schweiz, one of Switzerland's leading hotel groups, has just recently decided to install IDEaS' solutions.

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