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## **IDEaS and Guestline Announce Certified Integration**

***~Integration between the IDEaS RMS and the Guestline PMS provides  
hotels deeper insight for rate management~***

**London and Shrewsbury, UK – 5<sup>TH</sup> NOVEMBER 2012** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced the fully certified integration between its [Revenue Management System \(RMS\)](#) and the [Guestline Web-based Property Management System \(PMS\)](#).

The latest integration between the two solution providers offers mutual clients and future prospects a more dynamic and proactive rate management system. The IDEaS RMS will automatically receive current and future reservations data from the Guestline PMS, allowing it to optimize controls such as Best Available Rate (BAR) and Overbooking, based on forecasted demand and actual performance. Following optimization, the IDEaS RMS will automatically provide the Guestline PMS with key pricing and inventory decisions enabling the PMS to continuously implement a more effective and dynamic rate management strategy. The integration provides a fully automated feedback loop between the systems, making it streamlined and accurate, and allowing for both systems to cross-learn and improve over time.

Greene King, the leading pub retailer and brewer in the UK, has a portfolio of 50 hotels throughout the UK, and as a joint customer, has already benefitted from the integration. The group had been using the Guestline PMS, and wanted to implement a revenue management system. Once selecting IDEaS as their RMS vendor of choice, IDEaS and Guestline worked on setting up the system integration.

## **Integration between the IDeaS RMS and the Guestline PMS provides hotels deeper insight for rate management**

“I was very impressed with both the level of support and the speed throughout the integration process between the two systems,” said Paul Kay, Revenue Manager at Greene King. “While the IDeaS RMS has only recently finished integration, I have been encouraged by early results, and am convinced that it will continue to deliver and help us achieve our goal of increased RevPAR for Greene King,” he concluded.

“The integration of the Guestline PMS and the IDeaS RMS has created a solution that offers an improved window into rate management,” commented Phil Davidson, Managing Director of Guestline. “By providing more detailed and accurate rate forecasts, this solution will help drive our customers’ businesses forward through increased revenue and operational efficiency.”

The Guestline Distribution Channel Manager had previously been integrated with the IDeaS RMS, ensuring the BAR distribution is automated across all of the property’s online channels, providing operational efficiency and accuracy to the hotel’s distribution strategy.

### **About IDeaS**

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

### **About Guestline**

Established in 1991, Guestline provides industry leading software solutions to automate and improve hotel management and distribution systems. Founded on cloud-based technology, the Guestline Hotel Collaborative Platform offers integrated management of all business and channel processes in one simple system, to streamline operations and increase revenue.

For more information, visit [www.guestline.com](http://www.guestline.com)