

FOR IMMEDIATE RELEASE

IDEaS Introduces Powerful, Dynamic Reporting and Visual Analytics Tool

IDEaS Revenue Performance InsightsTM leverages SAS[®] Visual Analytics, creating an ability to visualize revenue management data and performance metrics via the web and tablet applications

MINNEAPOLIS – April 1, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today launched [IDEaS Revenue Performance InsightsTM](#) (RPI), a powerful solution that leverages IDEaS hospitality expertise and SAS[®] Visual Analytics to deliver dynamic reporting and business intelligence, providing revenue managers and executive management the ability to report, analyze and act on hotel performance through a web and tablet-friendly visual interface.

“Whether it’s one property or worldwide estates, IDEaS RPI enables revenue managers to quickly identify underlying issues, determine revenue opportunities, measure key performance indicators and easily slice data into actionable insights,” said Sanjay Nagalia, chief operating officer for IDEaS. “And in our mobile world, having the means to view such data and take immediate action via PC or tablet is absolutely essential.”

IDEaS RPI integrates key hospitality system data such as room type, distribution channel and seasonality and outputs powerful visual reporting for immediate action. Key IDEaS RPI features enable users to:

- Obtain business intelligence and powerful visual analytics at individual or multi-property levels.
- Integrate transactional data and drill down to associated key performance indicators.
- Report performance trends and patterns by property, region, brand, location or ownership attribute.
- Access reports, dashboards and analytics tools through a web or tablet interface.
- Enable all levels of the organization to make data driven decisions.

A 25-year leader in the hospitality industry, IDEaS – a SAS company, began the global rollout of IDEaS Revenue Performance Insights in two variations: Enterprise and Independent. The solutions complement IDEaS’ suite of revenue management solutions by adding dynamic performance analytics and reporting capabilities to realize revenue opportunities.

IDEaS RPI Enterprise

IDEaS RPI Enterprise enables hoteliers to quickly generate visually impactful reports to make informed business decisions within—and across—hotels. By allowing users to define, group, and aggregate properties at a corporate level, using attributes such as region, brand, property type, ownership, location, management company and more, IDEaS RPI Enterprise leverages the capabilities of IDEaS Revenue Management System (RMS) by empowering users to explore, drill up, drill down, or slice key data. These impactful reports generated by IDEaS RPI Enterprise can be easily communicated among upper-level revenue managers and other key stakeholders.

IDeaS RPI Independent

Designed to assess the revenue performance of single properties, IDeaS RPI Independent extracts and visualizes key transactional data, such as room type, food revenue, channel, and more, empowering revenue managers with deep and actionable insights into their properties. Using integrated data from RMS, PMS, and other third-party sources, users can build custom reports to create infinite methods to explore and measure their key performance indicators.

[Click here](#) to view a video of IDeaS Revenue Performance Insights.

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, Minn. with a 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.

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