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IDEaS Named HTNG TechOvation Award Finalist

Recognized for innovative technology and industry leadership by HTNG members

MINNEAPOLIS – March 10, 2015 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced [IDEaS Function Space Revenue Management \(FSRM\)](#) has been recognized by Hotel Technology Next Generation (HTNG) as a TechOvation Award finalist.

Presented at HTNG's North America conference, the TechOvation Award celebrates technology innovation in the hospitality industry by recognizing the top companies and products that are relevant to both hotel guests and owners.

In total, eighteen leading hospitality technologies participated in this year's competition. A panel of prominent hotel IT executives and consultants chose the top three finalists, who then gave live presentations before a general session audience.

IDEaS FSRM was selected for its innovation in revenue management and its unique capabilities that help hotels achieve Total Revenue Performance. The first-to-market solution capitalizes on non-room revenue streams—including food and beverage, meeting and event spaces and more—to increase group and function space profits for hotels worldwide.

"It is an honor to be recognized by HTNG and our peers for being an innovative technology leader within the hospitality industry," said Sanjay Nagalia, chief operating officer of IDEaS. "This accolade reinforces our mission to provide groundbreaking technologies that empower hoteliers to think differently about the revenue opportunities available throughout an entire property."

This marks the sixth year that HTNG has awarded the TechOvation distinction. More information about the three finalists and all 18 contestants is available at <http://htng.org/techovation-award>.

About Hotel Technology Next Generation

The premier technology solutions association in the hospitality industry, HTNG is a self-funded, nonprofit organization with members from hotel and hospitality companies, technology vendors to hospitality and other industry members including consultants, media and academic experts. HTNG's members participate in focused workgroups to bring to market open solution sets addressing specific business problems. HTNG fosters the selection and adoption of existing open standards. Where necessary, it also develops new open standards to meet the needs of the global hospitality industry. For more information, visit <https://www.ahla.com/htng>.

About IDEaS

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 6,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers hoteliers to build and maintain revenue management cultures—from single properties to world-renowned estate hotels—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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