

**FOR IMMEDIATE RELEASE**

## **Independent Hotels Partner With IDEaS to Improve Performance in Today's Complex Market**

*IDEaS G3 Revenue Management System offers advanced analytics, capabilities to drive revenue opportunities*

MINNEAPOLIS – June 15, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced strong growth and adoption of its next generation [G3 Revenue Management System \(RMS\)](#) within the independent hotel category.

Powered by SAS® Analytics, IDEaS G3 RMS empowers properties to be on the cutting edge of revenue management practices and technologies by driving profitability and allowing for maximum control of revenue management and pricing decisions. New partnerships in the segment include:

- The Betsy Hotel (South Beach Miami, Fla.) – 61 rooms
- Luxe Rodeo & Luxe Sunset (Los Angeles, Calif.) – 247 rooms

"IDEaS G3 RMS is an incredible asset for any hotelier, including those in the independent sector. Its robust analytics and ability to scale can optimize revenues and deliver a strong ROI to the many independent hotels coming onto our system," said Sanjay Nagalia, chief operating officer at IDEaS. "We are pleased to see widespread adoption of our most advanced revenue management solution at independent properties, global estates and many hotels in between."

The advanced features in IDEaS G3 RMS enable hotel revenue managers to capture more revenue opportunities—more often—by integrating strategic and innovative data elements into their decisions. Guided workflows, informative dashboards and best-fit analytic models enable users to forecast demand more accurately and produce robust reports with extremely high levels of detail.

IDEaS G3 RMS will be on display at the Hospitality Industry Technology Exposition & Conference (HITEC), booth 753.

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### **About IDEaS**

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDEaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—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](http://www.ideas.com).

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