

FOR IMMEDIATE RELEASE

IDEaS Expands Car Parking Team, Focuses on Growth

LONDON – June 18, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced the appointment of Jim Short as Senior Account Executive in their car parking division headed by Pauline Oliver, Business Development Manager.

“Jim is joining IDEaS at one of the most exciting and challenging times for the car parking industry, especially with the intense competition and increasing commercial pressure for parking organisations like airports to maximise their non aeronautical revenues,” said Oliver. “Jim’s experience in the industry provides an essential understanding of the financial and operational challenges faced by those responsible for growing parking revenues.”

Jim Short has more than 20 years’ experience in working with organisations to enhance their business through technology, including his role as the UK Business Manager for world leader Xerox Parking Services leading the way with their barrier revenue control systems into airports, hospitals, shopping centres and city centre car parks. Working with large cities, municipalities and their commercial partners to deliver Smart City solutions, Jim’s most recent role involved working with both on and off-street parking operations to provide solutions to gather and transmit parking information, providing the capability to analyse the parking environment through data. Jim has been involved in major parking projects at many UK airports including London Luton and built successful partnerships with local authorities like Westminster in central London.

“Parking organisations are very interested in seeing consolidated business information through enhanced analytics as they realise data intelligence, visualization and insight will allow them to improve their customer’s experience and make better pricing decisions in their car parks,” said Short. “The combination of innovation from IDEaS and world-class analytics from SAS® makes our Car Park Revenue Management solution the best in the industry, and I am proud to be part of this dynamic team.

“We already have three major airport car parking clients in Auckland, Sydney and Heathrow, demonstrating that leading airports are looking for a global partner to support them with technology designed to optimise this crucial revenue stream.”

Pauline Oliver joined IDEaS earlier this year, bringing to the business significant experience of working with airport parking organisations across the world to help them take their inventory online and exploit the benefits of offering pre-booking. Pauline has worked with some of the largest airports in the world, including Schiphol and Melbourne.

“IDEaS continues to invest in senior expertise and experience from the car parking industry to complement our extensive capabilities in revenue management, pricing and data science,” added Oliver. “We have a world-class team committed to delivering the best technology solutions designed to transform and maximise the revenue performance capabilities of parking operators anywhere.”

IDEaS Car Park RMS is currently being implemented at [Australia’s busiest airport](#), Sydney, and the company also announced a similar partnership at [New Zealand’s largest airport](#), Auckland, earlier this year.

[Click here](#) for more information about IDEaS Car Park Revenue Management System.

About IDeaS

IDeaS Revenue Solutions leads the hospitality and travel industries 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 its clients more insightful ways to manage the data behind their pricing practices. IDeaS empowers its clients to build and maintain revenue management cultures 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 across the enterprise. For more information, visit www.ideas.com.

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