

## **IDEaS wins Brandon Hall Group Silver Award for Excellence**

*IDEaS G3 RMS Learning Solutions recognized for strategic approach to driving client success*

Minneapolis – September 20, 2016– [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced that IDEaS G3 RMS Learning Solution has received the Brandon Hall Group Silver Award for Excellence in the “Best Use of Blended Learning” category.

This prestigious award recognizes IDEaS for its superior ability to educate and support clients through a blend of electronic performance support, eLearning and online/onsite coaching. Launched in 2014 as a component of IDEaS G3 Revenue Management System, IDEaS G3 RMS Learning Solution engages clients to ensure continued success while accommodating individual property or personnel needs. This marks the second consecutive year that IDEaS has been recognized by the esteemed Brandon Hall Group.

“Winning a Brandon Hall Group Excellence Award means IDEaS is an elite innovator within Human Capital Management (HCM). The award signifies that the organization’s work represents a leading practice in that HCM function,” said Rachel Cooke, chief operating officer of Brandon Hall Group and head of the awards program. “Their achievement is also notable because of the positive impact their work in HCM has on business results. All award winners have to demonstrate a measurable benefit to the business, not just the HCM operation. That’s an important distinction. Our HCM award winners are helping to transform the business.”

The award entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon the following criteria: fit the need, design of the program, functionality, innovation, and overall measureable benefits.

“We are proud to be recognized by Brandon Hall Group once again for our strategic approach to blended learning and the client-first mindset of our company,” said Linda Hatfield, vice president of knowledge management for IDEaS. “IDEaS G3 RMS Learning Solution represents our constant commitment to not only equip clients with the most advanced revenue management technology and analytics, but also provide the education needed to successfully use these tools to grow profits for their unique properties.”

IDEaS and other excellence award winners will be honored at Brandon Hall Group’s [HCM Excellence Conference](#) in January.

### **About Brandon Hall Group**

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Workforce Management. With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large



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organizations, and provides strategic insights for executives and practitioners responsible for growth and business results. ([www.brandonhall.com](http://www.brandonhall.com))

### **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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