

IDeaS Revs Up Parking Segment Investment to Satisfy Increasing Airport Demand for Revenue Management

IDeaS increases its commitment to current and future parking clients by growing its dedicated parking team

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MINNEAPOLIS, MN—January 29, 2019—[IDeaS Revenue Solutions](#) continues to increase its commitment to its parking business segment, investing in its sales and account management teams to support record growth and expanded airport demand for revenue optimization technology.

For over a decade, IDeaS has enabled trailblazing airports around the globe to apply demand-based pricing to pre-booked parking with year-over-year revenue growth. As consumer preference changes and competing transportation modes emerge, the greater airport community has become increasingly aware of the significant opportunity to utilize data analytics to improve traveler experience and maximize non-aeronautical revenue performance.

- **Commitment to parking vertical** – Leading industry disruption on a global basis, IDeaS continues to increase its investment and commitment to its parking business segment in order to accelerate partnerships with new airport clients and increase value for existing clients.
- **A team of trusted advisors** – [Guy Barnes](#), who established and cultivated IDeaS' partnerships with many of the world's leading hotel chains for 15 years, is now fully focused on the next stage of growth in parking. As head of global sales for parking, Barnes has built a dedicated team of expert advisors with decades of experience driving profit growth as revenue management leaders. [Neil Corr](#) and [Ryan MacLagan](#), both expert practitioners, now lead new sales in IDeaS' EMEA and Americas regions respectively.
- **Rapidly growing client base** – A record-breaking year for IDeaS, 2018 included the addition of five new airport clients, including significant new partnerships on the U.S. Eastern Seaboard. Awareness of the size of the opportunity is increasing, driving revenue management to become a best practice and the new norm in airport parking.

[IDeaS Car Park Revenue Management System \(CPRMS\)](#) is a cloud-based forecasting and pricing solution that uses advanced SAS® analytics, artificial intelligence and deep machine-learning to deliver optimal demand-based, dynamic-pricing decisions fueled by a 365-day future view of parking demand. IDeaS delivers further value by supporting the people, processes, and technology within client's organizations, helping them to better enable revenue educated teams, apply

best practices, maximize the benefit of their systems and tools, and realize the best performance from their assets.

Joseph Martino, chief business development officer, IDeaS, said: "I am tremendously excited that the global airport community is now putting parking at the front and center of their commercial strategies. It has long been the unsung hero of any airport's growth and profitability and is now being recognized by many as their biggest growth opportunity. IDeaS continues its investment, with more dedicated resources, which enables us to drive more value to an increasing number of airports, faster. Growing a team comprised of such high-caliber revenue management veterans speaks volumes about the excitement around the disruption taking place in the parking industry."

Guy Barnes, head of global sales, parking, IDeaS, said: "As well as being hugely valuable to have Neil and Ryan help airports take the next significant steps in their revenue management journey, it was vitally important to me that we add similar resources to increase the value we bring to our existing airport clients. In establishing a dedicated account management team, we have recruited two more senior revenue management leaders, in addition to Neil and Ryan, as another asset for our clients when solving today's revenue management challenges, but more so to support and enable them to best solve tomorrow's."

About IDeaS

IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With 30 years of expertise, IDeaS drives better revenue for more than 10,000 clients in 124 countries.

Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated pricing decisions they can trust.

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