

30 YEARS

Results **delivered.** Revenue **transformed.**

Discover greater profitability at **ideas.com**.



1989

Integrated Decisions & Systems (IDeaS) is founded by computer scientists **Dr. Ravi Mehrotra and Sanjay Nagalia**



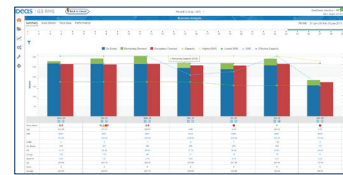
1995

IDeaS transitions from airlines to hotels and releases its breakthrough revenue management platform



2003

IDeaS delivers its flagship software-as-a-service solution, **IDeaS Revenue Management System (RMS)**



2009

IDeaS launches its groundbreaking **G3 RMS** solution leveraging advanced SAS analytics



2015

IDeaS expands its focus to the parking industry with **IDeaS Car Park RMS**

IDEaS™

A sas COMPANY

2019

IDeaS **celebrates 30 years** of innovation & revenue transformation

Northwest Airlines signs on as IDEaS' first client for airline revenue management

1990



IDeaS opens its Global Technology Center in Pune, India to help maintain 24/7/365 support

1998



Leading analytics organization **SAS** acquires IDEaS

2008



IDeaS goes mobile, making revenue management possible anytime, anywhere

2013



IDeaS SmartSpace pushes revenue management beyond the guest room to data-driven meetings & events profit optimization

2017

