



## Harness the Power of Revenue Science

Transform your revenue with precise, automated decisions you can count on.

**IDEAS**<sup>™</sup>  
A sas COMPANY

$f(x) = ctgh x$ ;  $tg h x = \frac{\sinh x}{\cosh x}$ ;  $\lim_{\varepsilon \rightarrow 0} ctgh x = \frac{1}{df tg h a}$   
 $\sin x + \sqrt{16 - x^2}$   $x \in \mathbb{R}$   
 $e^{-x}$   
 $\frac{e^x - e^{-x}}{e^x + e^{-x}}$   
 $a^{-n} = \frac{1}{a^n}$   
 $\frac{e^x - e^{-x}}{e^x + e^{-x}}$   
 $\frac{2}{\sqrt{x}}$   
 $\sqrt{\sin x + \sqrt{16 - x^2}}$   
 $\lim_{\varepsilon \rightarrow 0} \cosh x = \frac{e}{df}$   
 $x \in [2k\pi, 2k\pi + \pi], k \in \mathbb{Z}$   
 $a^{-\frac{m}{n}} = \frac{1}{a^{\frac{m}{n}}}$   
 $\begin{cases} \sin x \geq 0 \\ 16 - x^2 \geq 0 \end{cases} \quad x_1 = \frac{2}{3}, x_2 = -\frac{1}{2}$   
 $h(x) = e^{-x^2}$   $ctg(-0, \pi) \ni x \mapsto$   
 $a^{-n} = \frac{1}{a^n} \mapsto ctg x \in (-\infty, \infty)$   
 $\frac{1}{\sqrt[n]{a^m}}$   
 $\sinh x = \frac{e^x - e^{-x}}{2}$ ;  $x \in \mathbb{R}$   
 $h(x) = e^{-x^2}$   
 $\arcsin t + C = \arcsin \frac{x + \frac{1}{2}}{\sqrt{2}} + C$   
 $\arcsin \frac{2x+1}{\sqrt{5}} + C$ ;  $\lim_{\varepsilon \rightarrow 0} \frac{1}{\sqrt{2}}$   
 $(a^n)^m = a^{nm}$   
 $a^{\frac{m}{n}} = \sqrt[n]{a^m}$   
 $(4-x)(4+x) \geq 0$   
 $2+x-6x^2 > 0$   
 $\Delta = 1+48 = 49$

## A Better Way to Revenue

A new era has demonstrated that data will drive the future of business. That's why IDeaS pioneered revenue science, infusing sophisticated mathematics with industry expertise to transform data into accurate, automated, and actionable revenue-enhancing decisions.


From hotels to meeting space to car parks, IDeaS' revenue science solutions empower business leaders and revenue managers to achieve greater profitability and productivity.



## Sophisticated yet Simple Solutions


Abundant data. Inherent complexity. Constant change. The new realities of pricing and forecasting have made sophisticated analytics a permanent part of the revenue management landscape, replacing guesswork and gut checks with empirical science and data-driven decisions.

IDeaS infuses its leading analytics technology with deep knowledge of your business. Forecast accurately, price confidently, and achieve greater profitability faster with the world's most trusted revenue management solutions.



**“ We have sold rates that I would have never published if I hadn't been working with IDeaS. In August of this year, for example, we had revenues up 16 percent versus last year and 8 percent over budget. ”**

**– Grand Hotel Minerva**



“ Having IDeaS G3 RMS sending automated decisions on behalf of the hotel has now given me time back in my life that I didn’t even realize I was missing. I’m able to finally focus on what’s important; at work, I am making strategic decisions to grow my revenues and at home, I am able to spend more time with my family than I was before. IDeaS has literally given me my life back. ”

- La Cantera Resort & Spa

## Bold IDeaS for Your Business

A diverse portfolio of user-friendly, cloud-based solutions make revenue automation an affordable reality for businesses of all types and sizes in the global hospitality and travel industries. IDeaS’ innovative solutions transform the right data into clear and actionable insights so you can:

- ▶ Produce decisions based on highly-reliable forecasts of all demand
- ▶ Gain confidence in transient and group pricing strategies
- ▶ Fully automate daily revenue management tasks
- ▶ Free up time to plan strategic decisions
- ▶ Apply pricing strategy in the most flexible way
- ▶ Analyze key internal and external data in a fully integrated environment
- ▶ Apply Total Hotel Revenue Management strategies

## Goodbye, Spreadsheets. Hello, Automation.

Whether you work for a luxury hotel brand or budget chain, resort or independent, intelligent revenue management makes the difference between adequate metrics and outstanding growth. IDeaS solutions range from standalone pricing, forecasting and data visualization systems to fully-loaded revenue management solutions, highly configurable to your company's needs. Our cloud-based solutions are available anytime on your desktop or on-the-go.

### **IDeaS G3 Revenue Management System**

The most scientifically advanced, easy-to-use cloud-based solution, IDeaS G3 Revenue Management System utilizes best-in-class SAS® analytics to redefine how you leverage hotel and market data to improve profits and strengthen competitive advantage. IDeaS G3 RMS provides the most flexible and powerful approach to pricing and inventory control by room type and length of stay, generating maximum overall revenue.

“ With IDeaS, we benefit from understanding true demand by each room type and length of stay and can price accordingly. The ability to configure the pricing methodology by property is a distinct differentiator. ”

– Lindner Hotels and Resorts

### **IDeaS Revenue Management System**

Our flagship revenue management system provides reliable and up-to-date information at your fingertips, empowering revenue managers worldwide to book the ideal guest at the ideal time at the ideal rate. Utilizing a time-saving approach, the system automatically applies your revenue strategy while the intuitive user interface immediately alerts users to any system-critical tasks.

### **Automated. Accurate. Actionable.**

IDeaS' unique approach to revenue strategy ensures that historical data, competitor rates, reputation scores and relevant forward-looking market data influence forecast and pricing optimization. Stay informed with actionable intelligence on consumer behavior, online feedback and market performance all within your automated solution.

“ In previous years, our hotels manually managed New Year’s Eve with high-rate overrides and advanced purchase requirements. This year, we allowed IDEaS RMS to manage the day, resulting in significant shoulder occupancy increase and an extraordinarily positive impact on the period market share. We had to question the accuracy of the STR report, as we had such extraordinary market share relative to the previous year. ”

– Viceroy Group

### IDEaS RevPlan

Forecast total revenue in minutes. Through automation and scientific methods quickly and precisely forecast revenue for your entire business. Prepare smart, granular forecasts and budgets, so you can profitably plan staffing and purchasing for your guest rooms, food & beverage, and other revenue streams.

### IDEaS Revenue Performance Insights

Visualize better revenue for your business with advanced analytics into how you view, collaborate upon and deliver informative reports. Intuitive and visually impactful charts, graphs and dashboards will help you spot patterns fast and capitalize on opportunities first.

### IDEaS Pricing System

Hoteliers benefit from a simple yet powerful automated solution for quickly setting available rates and pushing them into distribution channels, while viewing data-driven forecasts, generating powerful reports and more—all from a single, simple user experience.

### IDEaS Forecast Management System

Leveraging industry-leading demand uncertainty and pattern recognition technology, this solution is ideal for hotels that want to profit from demand-driven forecasting insight without adopting a fully automated revenue management system.

## Think Outside the Guest Room

With the potential for meetings & events to represent up to 60% of overall revenue for hotels, it's time to take revenue management beyond the guest room. IDEaS provides the latest profit-optimization innovations for a range of function space business models, from hotels to convention centers. Gain unparalleled visibility into demand trends and competitive positioning to execute dynamic pricing and booking strategies that increase profits.

### IDEaS SmartSpace

SmartSpace is a dynamic strategy application providing simple yet detailed analysis of meetings & events business trends and performance. Utilizing data from sales & catering systems, this visual, cloud-based tool provides a variety of demand analytics, performance measurement and selling strategy models to enhance strategic decisions and increase revenue growth.

### IDEaS Function Space Revenue Management

Extend automated revenue management beyond guest rooms. By letting this first-of-its-kind solution optimize pricing and forecasting for your meetings & events business, you'll be well equipped to drive better revenue and improve profits for all of your revenue streams, including meeting space, food & beverage and A/V rental.

“ We've learned how SmartSpace tools play a role in our overall profitability. It's very different from what we did before; simply put, we had an inefficient and manual process. Now, with the ability to control total revenue, IDEaS SmartSpace gives us everything we need. ”

- Amaris Hospitality

## Your Untapped Revenue Awaits

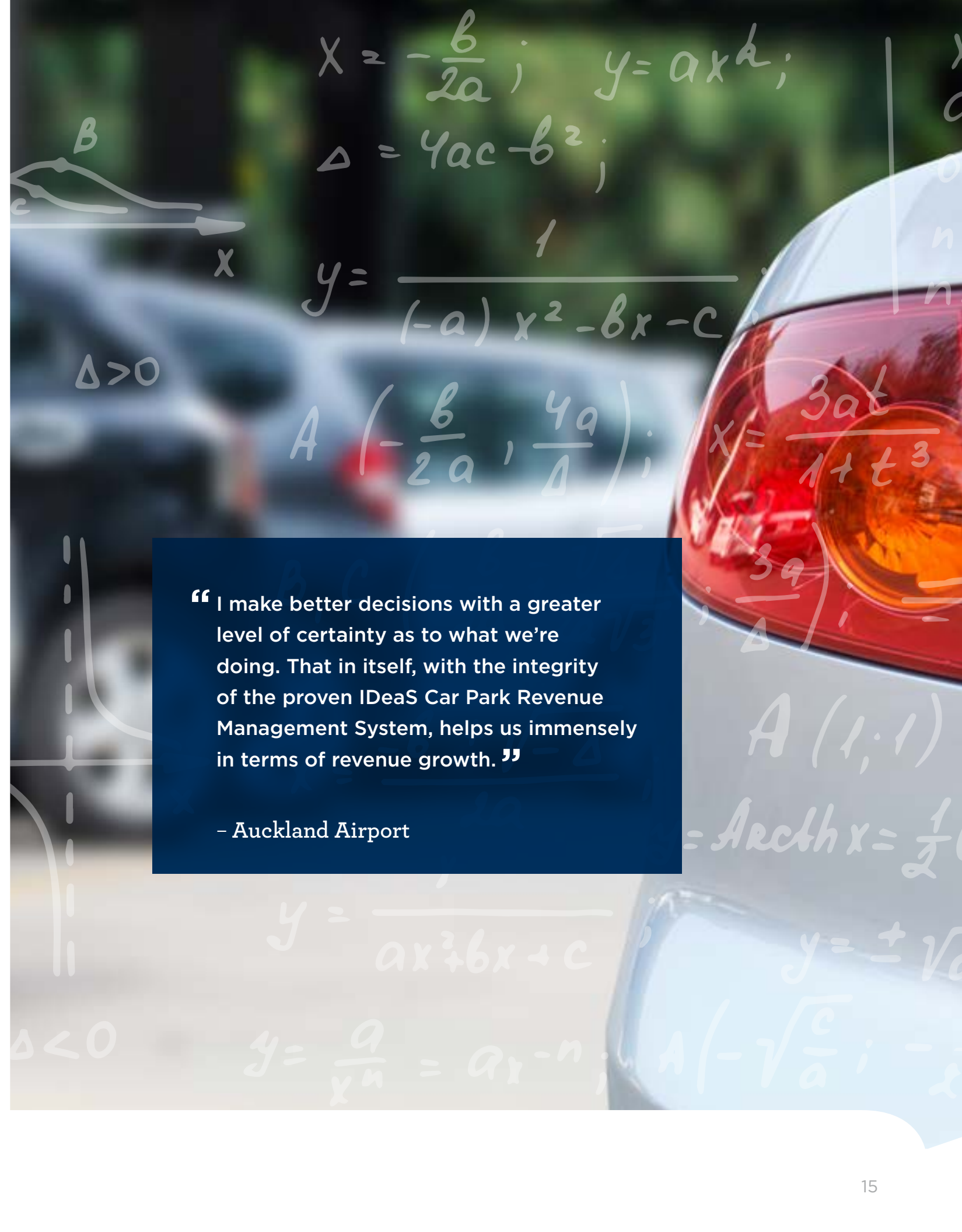
The way travelers shop, book, and pay has evolved, fast. In this increasingly disruptive landscape, it's your turn to pull ahead. Parking facilities around the world have applied demand-based, dynamic pricing to pre-booked parking with year-over-year revenue growth. IDEaS enables you to make optimal pricing decisions fueled by a clear understanding of parking demand.

### IDEaS Car Park Revenue Management System

This automated, self-learning revenue management solution for car parks dynamically forecasts with a clear view of competitor rate positions, enabling proactive pricing decisions across all locations. With an intuitive workflow, users can optimize demand and increase revenue by distributing all products and prices to sales channels in real time.

“ We have been partnering with IDEaS for over a decade in order to grow revenue from our commercial car parks. ”

- Heathrow Airport



“ I make better decisions with a greater level of certainty as to what we're doing. That in itself, with the integrity of the proven IDEaS Car Park Revenue Management System, helps us immensely in terms of revenue growth. ”

- Auckland Airport



## IDEaS for Success: The Ultimate in Client Care Programs

Partnering with IDEaS provides companies with **the fastest time to value of any solution provider.**

Getting the best return on investment from your revenue management solution goes beyond system installation. It must ensure adoption across your organization with rapid time to value. IDEaS leads the industry in worldwide support with delivery teams of hundreds of experienced revenue professionals focused on ensuring you get the most from your revenue management investment.

The comprehensive IDEaS for Success client success program includes multiple touchpoints and areas of focus designed to ensure your business objectives are met. With its unique seamless design, IDEaS for Success gets your team up and running to achieve profitability and productivity as quickly as possible. This focus on client satisfaction and smooth implementation ensures your team is prepared, informed, trained and supported with ongoing optimization to make full use of the product capabilities.

“ Our partnership with IDEaS is one of transparency, mutual respect and collaboration and we look forward to the years ahead of shared and continued success for both our companies. ”

– Loews Hotels & Resorts



START

Tailored project management for your hospitality enterprise



COACH

Award winning, performance-based learning solution



CARE

Continuous support along your revenue journey



IdeaS, a SAS company, is the world's leading provider of revenue management solutions and advisory services. Combining industry knowledge with innovative, data-analytics technology, IdeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust.

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

Discover greater profitability at [ideas.com](https://ideas.com).

