



# IDEAS G3 Revenue Management System

Welcome to the world's most advanced revenue management system, powered by revenue science, advanced analytics and machine learning. Get ready to embrace the full benefits of automation, with accuracy you can count on and decisions you can take to the bank. This industry-leading solution is paired with a world-class client care model that will ensure your success.

## One Solution—So Many Benefits

IDeaS G3 Revenue Management System (G3 RMS) delivers scientific pricing and inventory control decisions at the room type and rate code level to drive optimal revenue performance across segments. Powered by SAS® High Performance Analytics, G3 RMS automates pricing, restrictions and overbooking decisions to maximize RevPAR and help you focus on what's important:



### Increase RevPAR

Utilize accurate forecasts and distribute optimal pricing and revenue management decisions into all selling systems



### Optimize Business Mix

Capture your most valuable business and make an immediate positive impact on revenue and profitability



### Enhance Productivity

Data science and machine learning technology automates granular data analysis, forecasting, pricing and controls to allow you to focus on strategy

## Benefits Across the Organization

### Revenue Managers

Today's revenue managers have outgrown spreadsheets and understand the need for more power, precision, predictability, and time for strategic activities.

### General Managers

GMs have responsibilities across the hotel and need solutions that guide them through critical tasks while automatically producing decisions.

### Corporate Executives

Chief financial officers, chief commercial officers, and chief revenue officers are looking to automate revenue strategy and enhance culture around driving profitable commercial decisions.



“ We have sold rates that I would have never published if I hadn't been working with IDEaS. In August, for example, we had revenues +16% vs last year and 8% over budget. ”

– Grand Hotel Minerva

## IDEaS G3 RMS transforms the right data into clear and actionable insights so you can:

- ▶ Know with confidence the solution will react quickly and appropriately to dynamic market conditions
- ▶ Produce granular and dependable revenue management forecasts for all types of demand
- ▶ Optimize pricing across all products and room types
- ▶ Incorporate external market rate and demand data
- ▶ Fully automate distribution and revenue management tasks allowing you to focus on exceptions, critical dates and more
- ▶ Maximize profits across all sources of revenue
- ▶ Make data-driven and profitable decisions for any group inquiry
- ▶ Drive revenue management, sales and marketing strategy
- ▶ Easily understand and explain how pricing decisions were derived

## G3 RMS Fast Facts

**15%**

average uplift  
over non-RM  
properties



**100M+**

pricing and  
overbooking  
decisions  
made daily



**165+**

integrations with  
a global network of  
technology  
partners



**98%**

Unrivaled client  
retention rate



**30+ Years**

of IDEaS' innovation  
and industry  
leadership



# The Difference Is Under the Hood

G3 RMS leverages superior analytics to determine the optimal price for all key products by room type, (e.g., Best Flexible Rate and Advance Purchase). This approach considers the demand profile of the product, competitors' influence and their impact on other products. Together with pricing, IDeaS sets restrictions and overbooking to optimize profitability. IDeaS' integrated, scientific approach to producing these controls is unique and extends the benefit far beyond maintenance-heavy rules-based approaches.

**ANALYTICS:** Leverages a machine-learning, data science driven approach powered by advanced SAS® analytics to support hospitality business challenges.

**PRICING APPROACH:** Offers multiple approaches to pricing such as Continuous, Daily, and Length of Stay to meet business, technology and guest needs. This unique approach considers many elements of the price-demand relationship to provide optimal pricing.

**PRICING MULTIPLE PRODUCTS:** Optimally prices each key product using unique characteristics and relationships between products and room types. This easy-to-configure approach ensures analytically priced products as guests personalize their booking journey.

**AUTOMATION:** Continually learns and adapts to how pricing and controls impact booking patterns and demand to improve outputs. Decisions are seamlessly distributed to key technology systems.

**MARKET DEMAND:** Automatically weights the true influence of competitors' pricing, future demand data such as TravelClick Demand360 and more on hotels' pricing to produce the most accurate forecast.

**BUSINESS OPTIMIZATION:** Ensures hotels can capture the most optimal mix of demand by segment, room type and length of stay to grow profitability.

## Leading Hotels Trust IDeaS



ideas.com info@ideas.com