

# IDEaS Revenue Management System

IDEaS Revenue Management System (RMS) is an easy to use solution that provides the most reliable and up-to-date information at your fingertips, empowering hoteliers worldwide to book the right guest at the right time at the right rate. Intuitive and user-friendly, it enables management by exception, so you spend less time on daily tasks and more time on strategy.

# The Power to Price, Recharged

IDeaS RMS provides powerful analytics and unparalleled hospitality expertise to holistically drive improved revenue performance. As a cloud-based solution, IDeaS RMS provides reliable forecasting, pricing, rate availability and sell-out efficiency capabilities for hotels of all types and sizes.



## Forecast demand with precision

Accurately forecast your business demand using analytics that analyze hotel and relevant market data



## Optimize Business Mix

Flexibly optimize business mix by managing product availability based on value and drive shoulder night performance



## Manage sell-outs

Optimize overbooking to account for all expected cancellations, no-shows and group wash across all market segments and grow on-site spend

## Benefits Across the Organization

### Revenue Managers

Confidently price rooms with automated decisions driven by powerful forecasts and leverage a management-by-exception workflow to spend more time on strategy.

### General Managers

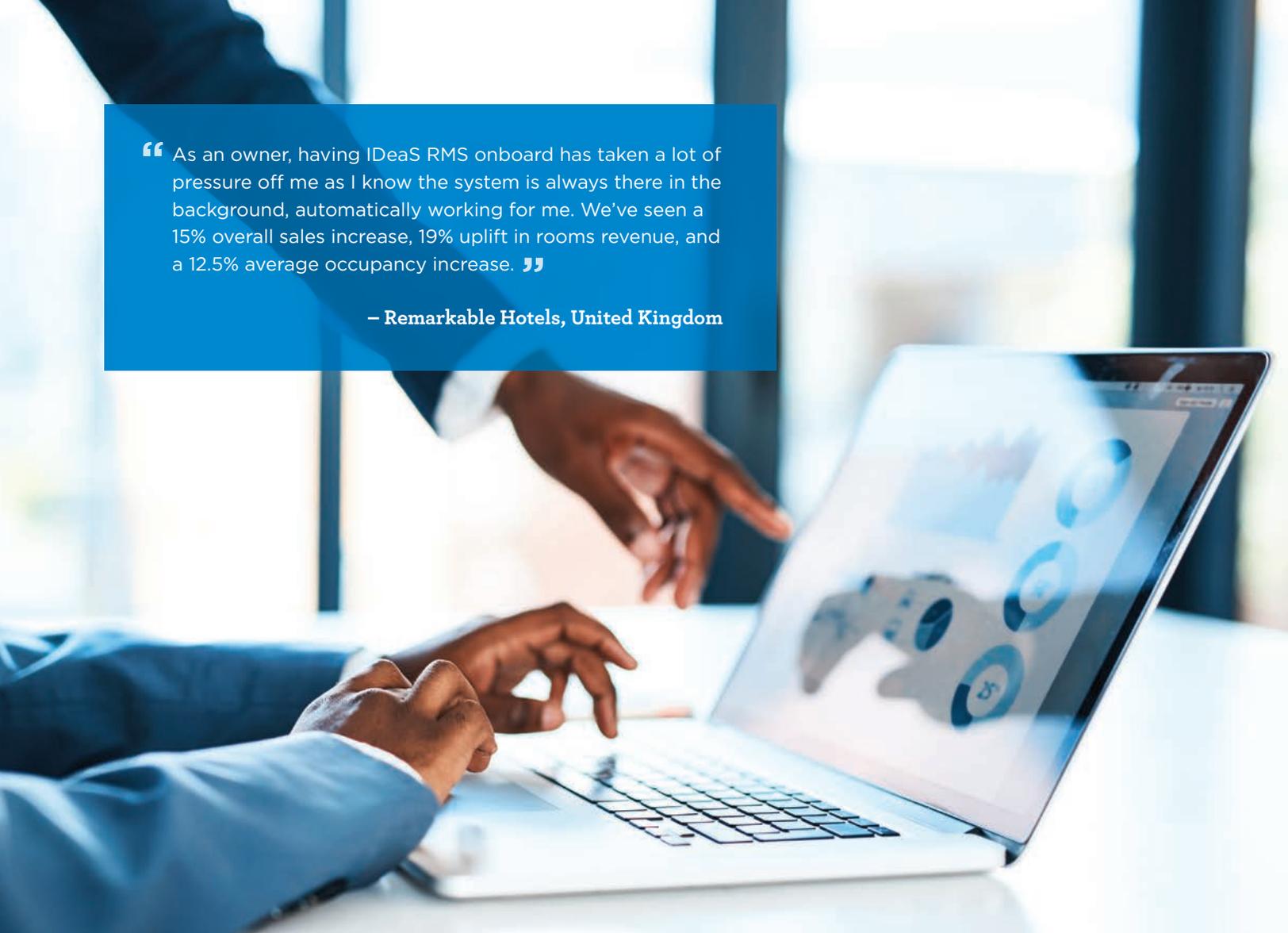
Generate customized reports that give you a clear view of property's performance and save time to focus on critical tasks across the hotel.

### Corporate Executives

Develop a revenue culture within the organization while automating revenue strategy to drive profitable commercial decisions.

### Owners/Asset Managers

See an improved revenue per square foot performance at the property and group level.



“ As an owner, having IDeaS RMS onboard has taken a lot of pressure off me as I know the system is always there in the background, automatically working for me. We've seen a 15% overall sales increase, 19% uplift in rooms revenue, and a 12.5% average occupancy increase. ”

– Remarkable Hotels, United Kingdom

## With IDeaS Revenue Management System, you'll receive the confidence to:

- ▶ Determine optimal pricing for each arrival date and length of stay
- ▶ Accurately forecast demand from all business types - not using a one-size fits all approach
- ▶ Optimize sell-out efficiency by accounting for cancellations and no-shows
- ▶ Effectively manage rate and availability across complex distribution networks
- ▶ Drive operational efficiency through manage-by-exception approach
- ▶ Check property performance on the go with an easy to use mobile application

# Experience Power and Efficiency at Your Fingertips

**FORECAST:** Accurately forecast your demand using powerful analytics that analyze hotel and relevant market data. Renewed multiple times a day, the forecast adjusts based on collective competitors' influence to give you the market edge.

**MULTIPLE PRICING CHOICES:** By analytically pricing by day or length of stay, hotels can determine the best rate by optimizing pricing while accounting for key demand factors such as seasonality, lead time, day of week and length of stay.

**AVOID REVENUE LOSS FROM GROUP WASH, CANCELLATIONS AND NO-SHOWS:** Overbooking is optimized at the house level to account for all expected cancellations, no-shows and group wash across all market segments, helping you to avoid lost revenues from empty rooms.

**BUSINESS OPTIMIZATION MIX:** Last Room Value (LRV), IDEaS' powerful, proprietary control, flexibly optimizes business mix by managing the availability of products based on their value and helps drive performance improvement on shoulder nights.

**GROUP EVALUATION:** Evaluate the best dates and property to place group business while understanding expected displacement and profitability.

**MARKET INTELLIGENCE DATA:** Improve decisions by incorporating competitor influence within your selected competitive set and position, optional reputation and sentiment scores to monetize on your online reputation, or view STR data within the dashboard for quick reference.

**MULTIPLE REPORTING OPTIONS:** Visual heat map calendars, interactive dashboards and scheduled reports keep users of all levels informed and engaged. Multi-property reporting capabilities makes it easy for corporate teams as well as cluster revenue managers.

**PROACTIVE ALERTS:** User-defined alerts proactively monitor the system's key changes, providing notifications when business conditions significantly shift.