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Park Regis Birmingham Partners with IDeaS for Greater Forecast Accuracy and Committed Support

City-centre hotel makes the painless switch to IDeaS with seamless integrations and guided onboarding

LONDON—Jan. 27, 2021—IDeaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today Park Regis Birmingham has switched revenue technology providers to implement [IDeaS G3 Revenue Management System \(RMS\)](#).

Switch Hospitality Management sought an automated RMS vendor for their 253-room, four-star property that it could trust to work closely with them to enable a smooth transition in the short term and enhance long-term profitability and efficiency.

- **A trustworthy partner** – Park Regis Birmingham values the dedicated support, proactive system monitoring, and industry expertise the IDeaS team delivers, along with a solution that empowers users with decisions they can count on.
- **Sophisticated forecasting capabilities** – IDeaS' holistic data insights, along with granular demand and trend analytics at the market segment level, provide more accurate, reliable forecasts in an uncertain market.
- **Comprehensive learning program** – The streamlined G3 RMS Activation Learning Program enabled Park Regis Birmingham to be up and running in a matter of weeks. IDeaS' best-in-class, on-demand learning courses, combined with one-on-one consultation with an IDeaS expert at critical project milestones, ensures proper setup and builds user confidence in navigating and optimising the system.

Stuart Gillespie, group commercial director, Switch Hospitality

Management, said: "We finished our training in readiness for IDeaS G3 RMS at Park Regis Birmingham in just a few weeks. It has been without doubt the smoothest, detailed and most interactive process in all my years of integrating new systems. Our G3 RMS trainer is an asset to the team at IDeaS—thorough, detailed, friendly and, above all, very knowledgeable of the system. I really wish every system was like this. As we add to our portfolio of properties in the next 18 months, we will also look to grow our relationship with IDeaS further."

Cheryl Hawksworth, managing director, EMEA, IDeaS, said: "We are thrilled to forge a new partnership with Park Regis Birmingham with a shared goal of unlocking greater revenue at its beautiful hotel. IDeaS commits to client success 100 percent, and the latest enhancements to our training and support programs, as well as our innovative, forward-looking product roadmap, are a testament to that dedication."

About IDeaS

IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 14,000 clients in 140 countries. 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. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Park Regis Birmingham

Birmingham's most distinctive four-star luxury hotel. [Park Regis Birmingham](#) is the tallest, most breathtaking addition to Birmingham's skyline, offering 253 gorgeous, comfortable guest rooms and luxury suites. Situated on the famous Broad Street, Birmingham's most dynamic entertainment destination, the premium location offers everything from intimate canal-side bars and international club nights to comedy and great restaurants.