

Serviced Apartment Provider SMARTments Business Selects IDEaS G3 Revenue Management System

German-based company partners with IDEaS to deliver automated, dynamic pricing and accurate forecasting across its growing portfolio of the SMARTments business unit

LONDON—June 24, 2021—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today that serviced apartment provider SMARTments business has selected [IDEaS G3 Revenue Management System \(RMS\)](#) to deliver automated, dynamic pricing and accurate forecasting across its growing portfolio.

SMARTments business unit will implement IDEaS G3 RMS at its six extended-stay hotels across Germany, with a total of 752 furnished apartments in Munich, Vienna, Hamburg and Berlin. New properties in Mannheim and Vienna will also implement G3 RMS prior to opening later in 2021.

- **Part of a complete, connected tech stack integration** – IDEaS will integrate with the [apaleo cloud platform](#) across SMARTments' business portfolio. Apaleo links together all systems necessary for SMARTments' business operations, enabling the digitalised automation of property management, guest services, booking, accounting and more.
- **Centralised revenue management** – As an expanding hospitality company with minimal on-site property staff, SMARTments business needed a solution that would enable multi-property revenue management sophistication from one central source.
- **Precision forecasting** – Due to its unique mix of short- and long-stay booking patterns and range of temporary-living offerings, SMARTments' business required accurate, data-driven, demand-based forecasting at both a segment and product level.
- **Automated dynamic pricing** – With rising competition in Germany's major cities, SMARTments' business could no longer sustain its manual revenue management practices. IDEaS G3 RMS will enable automated price-yielding capabilities to give SMARTments a leading edge in its markets.

Sophie von Finck, revenue and reservation manager, SMARTments business, said: "As we grow our serviced apartment presence across Germany and Austria, we knew we could no longer maintain a truly competitive pricing strategy without the benefits of a complete, robust RMS. IDEaS' reputation is second to none, and G3 RMS is ready-made for the unique SMARTments' business model. With an automated, centralized revenue solution, we have great confidence in our ability to expand profitably and efficiently."

Uli Pillau, co-founder and CEO, apaleo, said: "SMARTments' business vision aligns perfectly with apaleo. Our 'freedom to create' movement is embodied by a custom tech stack using apps that best match the property's needs. IDEaS is the world's leading revenue management provider, and together we will support SMARTments' team that demands the highest quality apps to run their growing portfolio. As SMARTments continues to scale with minimal staff on site, apaleo's simple multi-property structure makes sure all this data is delivered to IDEaS G3 RMS."

Cheryl Hawksworth, managing director, EMEA, IDEaS, said: "IDEaS is proud to partner with SMARTments' business and apaleo to deliver automated revenue management optimisation to their connected technology ecosystem capabilities. As more and more travellers seek alternative accommodations and the 'temporary home' environments that extended-stay serviced apartments have to offer, SMARTments will be well-positioned to reap the rewards with IDEaS G3 RMS. We look forward to working with them closely as they continue to grow their business."

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 15,000 clients in 143 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 SMARTments business

Whether you are traveling for business, leisure or simply need temporary accommodations, SMARTments' serviced apartments are the ideal solution if you are looking for a smart place to stay. Learn more at <https://www.smartments-business.de/en/>.