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Hutton Hotel Invests in IDeaS G3 RMS for Stronger Recovery and Competitive Advantage

A reevaluation of its revenue management operation leads Nashville hotel to switch RMS providers for industry-leading IDeaS

MINNEAPOLIS—Nov. 17, 2021— IDeaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today it has implemented IDeaS G3 Revenue Management System (RMS) at the 250-room, boutique Hutton Hotel just off of Nashville's popular Music Row.

After engaging with IDeaS Consulting services, the Hutton Hotel recognized the many advantages of partnering with IDeaS for its long-term revenue strategy, competitive performance and post-pandemic recovery.

- **Consulting services** – The team at Hutton Hotel enlisted IDeaS Consulting services to challenge its revenue management decision-making process, streamline its processes and enhance results.

- **Room-type pricing** – With a variety of rooms and suites in a dynamic market, the Hutton Hotel will greatly benefit from IDeaS' room-type pricing features, allowing for greater flexibility and room-by-room revenue optimization.

- **Automated efficiency** – IDeaS G3 RMS automatically delivers reliable, data-driven pricing decisions so Hutton Hotel's revenue decision-makers can spend more time on forward-looking competitive strategies and post-pandemic recovery.

Dale McCarty, general manager, Hutton Hotel, said: "The entire process of working with IDeaS has gone very smoothly. It's been as well-done a technology transition as I've ever experienced. Our training and onboarding was handled extremely well. Everyone at IDeaS has been highly professional and has made it easy to understand the system and transition at our own pace."

Emily Humphrey, regional director of revenue management, Sage Hospitality Group, said: "The IDeaS system is much more in line with the way I think about revenue management. I like the way it handles hurdle prices. You can see what the LRV is and know what's getting hurdled out. Also, being able to dynamically price rooms by room type and maximize revenue that way is a big deal for us."

Garth Peterson, area vice president, Americas, IDeaS, said: "We are excited to partner with the Hutton Hotel as they move from a limited revenue toolset to a fully automated RMS. This is a team that recognizes the essential value an RMS presents for their competitive recovery strategy, and we look forward to delivering on that promise and growing our partnership."

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 16,000 clients in 144 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 Hutton Hotel
Hutton Hotel is the ultimate destination for exploration and celebration, a place where there's always something new to discover: fashion-forward shops, acclaimed restaurants, and of course, the epic music scene that put Nashville on the map. Here, you can enjoy tunes from the Vinyl Library in our expansive lobby, or take in an electrifying performance at Analog, our intimate music venue. Visit huttonhotel.com.