

IDEaS Learning System Recognized With Gold Award From Learning & Development Research Firm Brandon Hall

Comprehensive update to integrated learning tools and seamless client delivery receives praise from Brandon Hall Group

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MINNEAPOLIS – Nov. 08, 2017 – The adoption of software tools and technologies for revenue management and hotel data analytics continues to grow within the hospitality segment, helping hoteliers uncover opportunities to grow revenue and improve the guest experience. But, these tools aren't effective without the skilled employees and managers who oversee and rely on them every day.

That's why companies like IDEaS Revenue Solutions not only provide the most advanced revenue management software for hoteliers, but also provide the training resources needed for customers to adopt and use their software and systems effectively.

In fact, recent improvements to the IDEaS Learning System (ILS) led to the company being given a Gold 2017 Brandon Hall Group Excellence Award in the Best Advance in Learning Technology Implementation category. The IDEaS Learning System is a platform that provides revenue managers with customized training modules to advance best practices in hotel revenue management and strategy.

Awarded by leading research and analyst firm Brandon Hall Group, the award recognized IDEaS' continuous improvement to a learning system that addresses the unique needs of adult learners who are in a continual education loop while on the job. The improved platform has more than 20,000 learning artifacts, presented in the "moment of need" as opposed to static training materials offered at the beginning of a technology relationship. The ILS encompasses the same scientific and analytical approach IDEaS' applies to its revenue management software through ongoing and curated learning.

The new ILS, introduced in late 2016, provides a constant stream of revenue management learning and development resources, with back-end data that can map learning programs directly to client success.

"It's not enough to provide a set of tools and a static training manual. Our industry is dynamic and constantly evolving, so we built the IDEaS Learning System to respond to the changing demands of our clients," said Sarah Green Toews, director of knowledge management for IDEaS. "We're honored to receive the Gold-level Brandon Hall Group Excellence award. It embodies our team's dedication and commitment to advancing our learning resources and tools, which provides a huge benefit to our global clients."

The award recognized IDEaS for working with customers to deliver a modern and easy-to-use training resource that can flex and expand with new products and a broad client base. The

improved platform now offers a variety of courses to educate a hotel staff about revenue management best practices, focusing on areas of IDeaS' software that are specifically relevant to an individual role. The ILS, and the transition from existing tools, has been lauded by clients – and the project is a successful use case for advancing training resources and technology.

“The IDeaS Help system gives our revenue managers the answers they are looking for when questions arise. Additionally, the built-in Show Me technology walks them through the learning process while they perform their job duties so they are left with more time to be strategic. These time-saving efficiencies are a benefit to me as well because no matter the time zone I know my team can find the information they need to make confident decisions,” according to client Jodi O’Connor, business systems manager, revenue management, Extended Stay America.

This is the third consecutive year IDeaS learning and development efforts have been recognized by Brandon Hall Group.

“Excellence Award winners symbolize the power and impact that human capital management practices can have on a business or on any organization,” said Rachel Cooke, chief operating officer of Brandon Hall Group and head of the awards program. “Many organizations can have great HCM initiatives, but the standard of excellence only applies for organizations whose HCM practices truly benefit the business. That’s what the Excellence Awards program stands for, and that is what Brandon Hall Group stands for.”

IDeaS will be honored at Brandon Hall Group’s HCM Excellence Conference in February 2018.

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Workforce Management. With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results. For more information, visit www.brandonhall.com.

About IDeaS

With more than 1.6 million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and with nearly three decades of experience, IDeaS proudly supports over 10,000 clients in 111 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDeaS empowers clients to build and maintain revenue management cultures – from single entities to world-renowned estates – by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities – not just for rooms, but across the entire hotel enterprise. For more information, visit www.ideas.com.

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