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## **IDEaS Wins Two Coveted Brandon Hall Group Human Capital Management Excellence Awards**

*Hospitality technology leader supports clients with dedicated enablement and engagement team to enhance learning and development*

**MINNEAPOLIS**—Sept. 1, 2021—IDEaS, the world’s leading provider of revenue management software and services, won two of the coveted Brandon Hall Group Human Capital Management (HCM) Excellence Awards for its client enablement efforts.

- **Gold award in “Best Use of Performance Support” in the Learning and Development program** – The global pandemic caused a dramatic loss of business, drop in workforce, and consolidation of responsibilities in the hospitality sector. IDEaS revenue management systems (RMS) support industry recovery. Data shows that, rather than decreasing proportionally to the RMS user base, the percentage of users accessing IDEaS performance support grew during the pandemic. This demonstrates that IDEaS’ efforts to develop true moment-of-need performance support resulted in stronger-than-expected engagement with IDEaS software at a time expected to show historically low metrics.
- **Silver Excellence in Learning award for “Best Advance in Creating an Extended Enterprise Learning Program” for its G3 RMS activation program** – This program was based on the need to transform the client learning experience for setting up IDEaS G3 RMS. The legacy program could not scale for a growing client base, so IDEaS set out to overhaul the program’s content and operations. The new program continues to offer the best-in-class learning experience that IDEaS’ client base expects, at a fraction of the time of the legacy program.
- **Brandon Hall judging criteria** – Entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based upon these criteria: fit the need, design of the program, functionality, innovation, and overall measurable benefits.

**Rachel Cooke, COO and leader of the HCM Excellence Awards Program, Brandon Hall Group, said:** “Brandon Hall Group Excellence Awards in 2021 provide much-needed and well-deserved recognition to organizations that went above and beyond to support their stakeholders during the unprecedented disruption of the COVID-19 pandemic. The awards provide validation of best practices in all areas of HCM at a time when they have never been more important to employers, employees and customers.”

**Mike Chuma, VP of marketing, enablement and engagement, IDeaS, said:** “The past 18 months have been challenging for all of us. We turned to our dedicated Enablement & Engagement team to dramatically evolve our Client Training and Success organization’s ability to help our clients activate IDeaS G3 RMS during a time when staffing cuts were severe. Our team created learning and support materials to streamline the process while providing our clients with guidance every step of the way. We couldn’t be prouder of the results and appreciate the recognition from the Brandon Hall Group.”

### **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](https://ideas.com).