

Brera Serviced Apartments Partners with IDEaS Revenue Solutions to Enhance Growth Strategy

The German-based extended-stay hotel group will implement IDEaS G3 RMS in six locations to optimise cluster revenue management approach

LONDON—Sept. 8, 2021—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today that Brera Serviced Apartments will implement [IDEaS G3 Revenue Management System \(RMS\)](#) at six of its extended-stay properties across Germany.

- **An extended-stay solution** – Brera Serviced Apartments sought an RMS that could maximise both shorter, week-long stays and longer, multiple-month bookings. After a thorough evaluation, the hospitality group determined only IDEaS had the solution for this business challenge.
- **Automated, data-driven pricing** – As travel demand rebounds, Brera Serviced Apartments required an RMS that can respond to the changing hospitality economy. G3 RMS will employ its dynamic price-yielding capabilities and Agile Rates functionality to maximise profits in a volatile industry.
- **Precision forecasting** – With a variation of short- and long-stay booking patterns and wide range of booking opportunities, Brera Serviced Apartments required accurate, data-driven, demand-based forecasting at both a segment and product level, a need G3 RMS is well-equipped to provide.
- **A strategy for growth** – As Brera Serviced Apartments continues to expand its portfolio of serviced apartments, IDEaS will help the group maintain the profitability and efficiency of its cluster revenue management approach.

Michael Kowalzik, managing director, Brera Serviced Apartments, said: “As we grew our portfolio of extended-stay properties, we knew we would need an advanced, automated solution to enable us to maintain our centralised approach to revenue management without sacrificing efficiency or profitability. IDEaS G3 RMS will enhance our cluster revenue management approach and help us ensure each and every booking—whether it’s a one week to three month stay—is fully optimised.”

Cheryl Hawksworth, managing director, EMEA, IDEaS, said: “IDEaS is excited about partnering with Brera Serviced Apartments to deliver automated revenue management to ensure profit optimisation across their portfolio. As travel demand increases and customers of Brera look for both short and extended-stay opportunities, Brera will be well-positioned to enjoy the automated benefits of 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 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 Brera Serviced Apartments

Brera Serviced Apartments is a stylish home away from home. Designed for comfort and extended stays, Brera Serviced Apartments are furnished living, dining and sleeping spaces fitted with all the amenities you'd buy for yourself. Featuring coffee machines and kitchen appliances, tableware and bedding, high-speed internet and housekeeping service, Brera Serviced Apartments provides quality living in seven locations across Germany.