

Discover Live Demonstrates the Power of the IDEaS Community

User conference brings together nearly 800 attendees from around the world to foster a sense of community, discuss best practices, and engage with experts

MINNEAPOLIS—Oct. 26, 2022—IDEaS, the world’s leading provider of hospitality revenue management software and services, held its annual user conference, Discover Live, from October 18-20, bringing together nearly 800 users, representing more than 9,100 properties across 57 countries.

The live virtual event provided an opportunity for participants to learn from each other, explore new platform capabilities, share ideas, and ask questions of the IDEaS expert user community and industry thought leaders.

A sampling of Discover Live participant feedback:

“I was able to broaden my system knowledge and skills by getting to know more from the IDEaS experts, seeing best practices, and seeing things from other revenue professionals' perspectives.”

“Very good sessions, fantastic presenters sharing great content. Focused a lot on ‘expanded RM’ responsibilities e.g. total revenue management, focus on profitability, etc. Ideal to share how IDEaS application will/can help to support this learning journey and execution of those.”

“This year's event was very much focused on real-life experiences and examples which will help me in my role. I gained very useful knowledge and insights. Well done, IDEaS team.”

IDEaS’ leadership shared a vision for how to turn data insights into action. Industry thought leaders spoke about the evolving scope of revenue management and its expanded impact on commercial success. IDEaS partners Amadeus, Host Hotel Systems, Siteminder, RateGain, and Spring-Miller provided key insights during Q&A panels and focused sessions. Finally, IDEaS’ power users shared their experiences, key viewpoints, and successes in adopting and leveraging IDEaS technology. On-demand content was provided to participants throughout the event.

Speakers included:

- **Industry RM Experts** - Craig Eister, revenue management expert, Craig Eister Consulting, LLC and Karishma Singh, area director of finance and revenue management for IHCL.

- **User Perspectives** - Annarita Aprea, director of sales and marketing, and Daniele Astarita, revenue and distribution manager from Casa Angelina. Stephan Muhs, area revenue manager for The Ascott Limited. Mary Ellen Goese, corporate revenue manager, and Isaac Rodriguez, senior VP of revenue strategy and distribution for Twenty Four Seven Hotels. Monika Sand, corporate revenue manager for Lindner Hotels & Resorts. Mehernosh Jehangir, corporate director of revenue management for Loews Hotels and Resorts.
- **IDEaS Experts** – David Warman, chief client officer, Murphy Mathew, senior regional solutions engineer, APAC and Ian Chinn, senior product marketing manager.

David Warman, chief client officer, IDEaS, said: “Bringing together our users for three days of learning, sharing, and problem-solving was enlightening to both participants and speakers alike. This event helps demonstrate IDEaS' commitment to its most important partner, our users, by ensuring they have a forum to ask questions, learn new skills, and take back tangible tactics and insights that will inform their own revenue strategies.”

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With more than 30 years of expertise, IDEaS delivers revenue science to more than 18,000 clients in 145 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.