



Press Contact:
Kim Dearborn
kim@mfcpr.com
+1-909-455-4316

IDEaS Introduces First-Ever RMS-User Credentialing with G3 RMS Essentials Certification

Certification exam tests candidate competence to set up, manage and optimize revenue with IDEaS G3 RMS

MINNEAPOLIS—Oct. 27, 2021—IDEaS Revenue Solutions, the world’s leading provider of automated revenue management software and services, has launched the hospitality industry’s first revenue management system (RMS)-user competency program with the [IDEaS G3 RMS Essentials Certification](#).

IDEaS partnered with its parent company, the SAS Institute, along with Pearson VUE, Alpine Testing Solutions and Credly to provide a global, verifiable approach to proctoring exams and awarding certification to passing individuals.

- **Maximize RMS value** – Recommended for G3 RMS users with at least six months’ experience in the system, this certification program reinforces a revenue management professional’s ability to take full advantage of RMS technology by affirming skills and confidence.
- **Validate expertise and experience** – Candidates obtaining a passing score will be empowered to advance revenue management careers by adding the globally recognized G3 RMS Essentials Certification credential to resumes and CVs.
- **Demonstrate user credibility** – Passing individuals will receive a certificate and digital badge that can be shared with industry peers and potential employers on social media profiles. Certified users may also opt to be included in the SAS Global Certified Professional Directory.

Heidi Albignac, vice president, client operations, IDEaS, said: “In today’s economy, education is at a premium, and skill credentials prove your knowledge to companies—often more than a degree. Whether you’re a property-level or cluster revenue manager or a corporate revenue leader, IDEaS G3 RMS Essentials Certification is a fantastic opportunity to invest in your own career as well as the high performance and efficiency of your entire revenue team.”

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.