IDeaS Celebrates 30 Years of Innovation, Revenue Transformation and Global Momentum at HITEC 2019

Following a wave of unprecedented growth and major client wins, IDeaS continues worldwide, multi-vertical expansion plans

Tweet This: @IDeaS_RevOpt is turning the big 3-0 and never felt better. Join us at HITEC and ROC on our home turf of Minneapolis—we have a lot to celebrate. www.ideas.com/news #RevenueScience #30YearsYoung

MINNEAPOLIS—June 13, 2019—*HITEC Booth #1415 (Minneapolis Convention Center)*—IDeaS Revenue Solutions, the world's leading provider of automated revenue management software and services, will showcase its cutting-edge revenue science technology products at the Hospitality Industry Technology Exposition and Conference (HITEC).

This year's HITEC convention in Minneapolis, home to IDeaS' corporate headquarters, corresponds with IDeaS' 30th anniversary. Founded in 1989, IDeaS pioneered revenue science and has blazed new trails ever since for the hospitality and travel industry, and the past year has brought new levels of success to the thriving technology organization.

- **Over 2,000 new hotel and resort clients attained in past year** – IDeaS' revenue solutions optimized over 42 billion dollars' worth of hotel transactions in the last year, and the company signed on a range of significant new clients, including Omni Hotels and Resorts, Red Lion Hotels Corporation and Denihan Hospitality.

- **Hoteliers seek revenue science and sophisticated technology** – IDeaS' innovative revenue science solutions feature the latest advances in artificial intelligence and machine learning, including voice and two-way integration capabilities. Leveraging world-renowned SAS analytics, IDeaS maintains the most finely-tuned ecosystem of refined algorithms, deep industry knowledge and automated decision empowerment.

- **Reinvestment in best-in-class client experience** – IDeaS has continued to improve its reputation for phenomenal client success, maintaining a retention rate above 98 percent. IDeaS welcomes newly appointed chief client officer Greg Myers to bring 30 years of Fortune 500, technology-client-engagement expertise to evolve IDeaS' client-centric culture.

- **Parking industry disruption is underway** – IDeaS doubled the size of its parking business over the past year with new parking client wins, including Raleigh-Durham International Airport and Norway's Avinor Oslo Airport. With over $900 million in annual parking revenue optimized, IDeaS recently

increased its investment to satisfy growing demand for parking revenue management and to pave the way for the future of airport parking.

Dr. Ravi Mehrotra, president, founder and chief scientist, IDeaS, said: "IDeaS is proud to welcome HITEC, the world's largest hospitality technology show, as well as ROC, the leading revenue management conference, to our hometown as we celebrate our 30th anniversary. When COO Sanjay Nagalia and I founded IDeaS, we had a vision to utilize advanced analytics, sophisticated mathematics and science-based revenue management to improve the profitability and productivity of businesses worldwide. Today, our vision has become reality as we continue to expand what's possible for hospitality, meetings and events, parking, and beyond."

Meet the IDeaS Team at HITEC 2019: *HITEC attendees are invited to visit booth #1415 at the Minneapolis Convention Center, June 18, 19 and 20, for live demonstrations of IDeaS' revenue science solutions. See our sleek [user-interface enhancements](#) and discover our latest offerings for total revenue performance optimization. Attendees at the co-located HSMAI Revenue Optimization Conference can find IDeaS by the registration table on June 19.*

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 11,000 clients in 129 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](#).