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## **IDEaS Named 2018's Top Rated Revenue Management Software in the HotelTechAwards**

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February 12, 2018 - [Hotel Tech Report](#) has named [IDEaS Revenue Solutions](#) (IDEaS), a SAS® Company, 2018's Top Rated Revenue Management Software based on data from thousands of hoteliers in more than 40 countries worldwide. Over 100 of the world's elite hotel technology products competed for a chance to win this prestigious title.

The HotelTechAwards platform, presented by HotelTechReport.com, leverages real customer data to determine best-of-breed products that help hoteliers grow their bottom lines.

"Revenue management software has been around for decades, but recent innovations in data analysis and machine-learning processing have taken things to a whole new level. Platforms like IDEaS take in historical data, competitor rates, reputation scores, relevant market data, future demand indicators and more. With these powerful, forward-looking data insights IDEaS' clients can influence pricing decisions by room type, segment, length of stay and day of week," says Hotel Tech Report's Jordan Hollander. "As an owner, if I interviewed a management company still using spreadsheets or worse yet, pen and paper—that would be a deal breaker for me."

IDEaS is coming off an incredibly strong year with its recent announcement of pricing 1.6+ million rooms for 10,000 hotel properties across 124 countries, and is poised for sustained growth in 2018. Hoteliers recognized IDEaS' unrivaled return on investment where IDEaS exceeded the category average by nearly 10 percent.

An operations manager from Glasgow, Scotland raved about the business impact IDEaS had on their property, "[IDEaS is a] fantastic system that allows for maximum yield by analysing trends and patterns. The software is easy to use and user friendly—it has allowed our hotel to increase RevPAR significantly since installation."

To read the full review and more, head to:  
<https://hoteltechreport.com/company/ideas/>

### **About IDEaS**

With more than 1.6 million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue



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management software solutions and advisory services. Powered by SAS® and with nearly three decades of experience, IDEAS proudly supports over 10,000 clients in 124 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDEAS empowers clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDEAS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise. For more information, visit [www.ideas.com](http://www.ideas.com).

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