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## **IDEaS Achieves AWS Travel and Hospitality Competency**

**MINNEAPOLIS**—May 3, 2023—IDEaS, a SAS company, a leading provider of hospitality revenue management software and services, announced today that it has achieved Amazon Web Services (AWS) Travel and Hospitality Competency. The designation recognizes that IDEaS has demonstrated deep domain expertise in core revenue management applications.

Achieving the AWS Travel and Hospitality Competency differentiates IDEaS as an AWS Partner Network (APN) member that provides specialized software and consulting services designed to help hoteliers adopt and deploy revenue management projects on AWS. To receive the designation, APN members are validated for technical proficiency and customer success.

**Klaus Kohlmayr, chief evangelist and development officer said:** “IDEaS is proud to achieve the AWS Travel and Hospitality Competency. IDEaS suite of analytics solutions, Elevate, Optix, and RevPlan, powered by AWS, help organizations across the hospitality industry meet their revenue management goals, unlock new business potential, and increase profitability.”

AWS is enabling scalable, flexible, and cost-effective solutions from startups to global enterprises. To support the seamless integration and deployment of these solutions, AWS established the AWS Competency Program to help customers identify APN members with deep industry experience and expertise.

### **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 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](https://ideas.com).