

## **IDEaS and Springer-Miller Systems Announce New Two-Way Integration Capabilities**

*Leading technology providers expand partnership to provide accessible, real-time revenue and market data for hotels and resorts*

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**MINNEAPOLIS**—May 22, 2019—IDEaS announced today it has expanded its partnership with [Springer-Miller Systems' SMS|Host](#) (SMS) to provide two-way integration capabilities with [IDEaS G3 Revenue Management System \(RMS\)](#). This real-time functionality provides resorts and hotels with new levels of data-driven intelligence, occupancy and profitability.

Regardless of the size or operational complexity of a property, the integration provides accessible revenue and market data to empower hotels and resorts with more granular levels of data analysis to support automated forecasting, room-type pricing and inventory controls.

- **Real-time, two-way integration interface** – The two-way interface allows for enhanced group management and ensures all group details flow into the property management system in real time. Users of both platforms will benefit from an interface supported by both IDEaS and SMS.
- **Analytically optimized room-type pricing** – Utilizing the transactional data provided by SMS, resorts with complex inventory and a high mix of room types will gain the ability to price based on guest demand for individuals by room type.
- **Eliminates manual revenue management processes** – Adding the two-way integration within IDEaS G3 RMS empowers revenue managers to better influence, forecast and price both group and transient business at a more optimal level.
- **Delivers informed market segment and room strategies** – SMS develops comprehensive hospitality software including property management systems, point-of-sale and resort-activity systems. The ongoing partnership with IDEaS ensures a seamless operating environment for clients of both companies.

**Michelle Young, vice president, sales and marketing, Springer-Miller Systems, said:** "Resort properties are constantly focused on delivering an exceptional guest experience, but they've been limited in how they manage inventory and forecasting. With our new two-way integration with IDEaS G3 RMS, our clients can eliminate manual revenue management processes, especially for booking multiple room types, to ensure each guest stays in the right room at the ideal price."

**Joseph Martino, chief business development officer, IDEaS, said:** "Our new two-way integration with Springer-Miller provides hotels and resorts with a complexity of room types with the ability to price based on guest demand at a more granular level. This integration will equip IDEaS and SMS clients with more powerful pricing and forecasting capabilities for a more confident revenue strategy."

### **About IDEaS**

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With 30 years of expertise, IDEaS drives better revenue for more than 10,000 clients in 124 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](http://ideas.com).

### **About Springer-Miller Systems**

Since it was founded in 1984 in Stowe, Vermont, Springer-Miller Systems has been an innovator of technology systems for the world's most exclusive hotels, resorts and spas. The <sup>SMS</sup>|Host<sup>®</sup> Property Management System offers a complete set of fully-integrated modules enabling complex resorts to provide highly personalized guest service from front office to food and beverage to spa to the golf course and more. Visit [springermiller.com](http://springermiller.com) for more information.