

IDEaS Integrates Voice Control with Revenue Management Technology for Ultimate Productivity

ITB Berlin: IDEaS Revenue Solutions Debuts Hospitality's First Voice-Driven Revenue Management Platform

[@IDEaS_RevOpt features first voice interaction for #RevenueManagement platform at @ITB_Berlin. Hall 8.1 Booth 110](#)

BERLIN – March 7, 2018 – Voice interaction and smart speakers are shifting the paradigm on how people interact with their technology at home, and many businesses are scrambling to adopt this same technology in the workplace to drive efficiency and productivity. A key challenge in the adoption of voice technology is the integration with existing legacy platforms and tools.

[IDEaS Revenue Solutions](#) has broken this barrier for hotels with the unveiling of the first voice-based interface designed for a revenue management platform. [IDEaS G3 Revenue Management System \(IDEaS G3 RMS\)](#), the most widely used solution in the industry, is now compatible with devices like Amazon's Echo and Google Home, in multiple languages.

In the hospitality world, voice interaction will give hoteliers, at all levels, instant access to a myriad of performance data such as occupancy, room rates, competitor rates, forecasts, revenue details and more. Revenue management solutions are a critical intersection point, often storing data from a multitude of disparate systems. Voice technology now makes accessing all that data even simpler, driving more efficiencies and productivity within an organization.

IDEaS' voice interaction technology will be on display daily at ITB Berlin. All show attendees and media are invited to come to Hall 8.1, Booth 110 to see the integration with IDEaS G3 RMS in action.

"Our goal is simple: to continually push the innovation boundaries to enable hotels' success, whether it be deep machine learning, artificial intelligence or voice-enabled interaction. Hotels rely on us to provide the most accurate and insightful data to drive optimal revenue strategy," said IDEaS' founder and chief scientist, [Dr. Ravi Mehrotra](#). "IDEaS pioneered revenue management as we know it today, and we continually evolve to reflect our newest innovations that help clients achieve success."

About IDEaS G3 RMS Voice Interaction

IDEaS G3 RMS voice-interaction technology will allow all business stakeholders to access real-time data and performance metrics through smart speaker devices. The

interface will be accessible anywhere a user has the appropriate technology and internet access, whether at the office, from home or even while travelling.

ITB Berlin – Where to See it

[ITB Berlin, Berlin ExpoCenter City](#)

March 7-11, 2018
Hall 8.1, Booth 110

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 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.

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