

**FOR IMMEDIATE RELEASE**

## **SAS<sup>®</sup> and IDEaS Earn Highest Ranking in Business Intelligence Market Study**

*Info-Tech Research Group's Vendor Landscape Recognizes IDEaS Revenue Performance Insights<sup>™</sup> and SAS<sup>®</sup> Visual Analytics for Product Quality, Vision*

MINNEAPOLIS – June 9, 2015 – IDEaS Revenue Performance Insights<sup>™</sup> (RPI) and SAS Visual Analytics have been listed as a Champion in [Info-Tech Research Group's](#) Business Intelligence for Gaming, Hospitality and Leisure Vendor Landscape.

Info-Tech Research Group Vendor Landscape reports recognize outstanding vendors in the technology marketplace. Assessing vendors by the strength of their offering and their strategy for the enterprise, Info-Tech Research Group Vendor Landscapes pay tribute to the contribution of exceptional vendors in a particular category.

Evaluated among eight noted competitors against both product and vendor criteria, IDEaS and SAS were recognized for excellent product value, a strong market positioning and solid industry vision. The report also highlights IDEaS and parent company SAS for powerful predictive analytics that enable users to more effectively run a hotel or casino with BI tools.

"Visual and predictive analytics are the future of the hotel and casino industries. They empower users to grasp opportunities and drive profitability – faster and more accurately," said Sanjay Nagalia, chief operating officer for IDEaS. "Working hand-in-glove with SAS technologies, we look forward to creating even more revenue opportunities for our growing base of users."

Weighing product criteria like features, usability and architecture – along with vendor criteria like strategy and viability – [IDEaS RPI](#) with [SAS Visual Analytics](#) was ranked among the top three vendors. The Champion designation indicates both leading product capabilities and company vision. The Info-Tech Research Group Vendor Landscape report notes the strong integration of IDEaS and SAS with online travel agents enabling hotels and casinos to consolidate data and create a holistic view of their businesses.

"To fuel the next level of growth," the report stated, "operators need to analyze integrated information at the enterprise level and be able to visualize information to quickly find trends and opportunities to take actions."

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### **About Info-Tech Research Group**

With a paid membership of over 30,000 members worldwide, Info-Tech Research Group ([www.infotech.com](http://www.infotech.com)) is the global leader in providing tactical, practical Information Technology research and analysis. Info-Tech Research Group has an eighteen-year history of delivering quality research and is North America's fastest growing full-service IT analyst firm.

### **About IDeaS Revenue Performance Insights (RPI)**

Announced to the market in April 2014, IDeaS Revenue Performance Insights is the powerful combination of IDeaS' hospitality and data expertise with advanced SAS Visual Analytics. IDeaS RPI integrates key hospitality system data such as room type, distribution channel and seasonality, and outputs powerful visual reporting for immediate action.

[Click here](#) for more information about IDeaS RPI.

### **About SAS**

SAS is the leader in [business analytics](#) software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 75,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW<sup>®</sup>.

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### **About IDeaS**

With more than one 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<sup>®</sup> and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its 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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