

IDEaS Revenue Solutions and Springer-Miller Systems Expand Strategic Partnership

Technology integration will allow the seamless flow of transactional data between PMS and RMS to support ideal pricing at the room type level

*Tweet this: [#RevenueManagement leader @IDEaS_RevOpt partners with @SpringerMiller property management system to optimize pricing across a variety of room segments](#)
www.ideas.com/about/news*

MINNEAPOLIS – January 10, 2018 – Through an integration announced from IDEaS Revenue Solutions and Springer-Miller Systems, hotels and resorts will now be able to analytically optimize room type pricing – utilizing the transaction-level data provided by Springer-Miller’s SMS|Host Property Management System to inform IDEaS G3 Revenue Management System (IDEaS G3 RMS).

Built on a relationship of nearly 20 years, this expanded partnership gives hotels and resorts access to the most granular level of data to support automated forecasting, pricing and inventory controls only achieved with IDEaS G3 RMS, the most widely adopted revenue management technology in the industry.

“Hoteliers must provide a more personalized level of pricing to today’s discerning guests,” said Sanjay Nagalia, chief operating officer for IDEaS. “Today’s integration with Springer-Miller will allow those with a high mix of room types, like resorts, the ability to price based on guest demand for individual room types in order to move away from traditional static offsets for room types that do not account for demand. This integration will equip IDEaS and Springer-Miller clients with more powerful pricing and forecasting capabilities for a more confident revenue strategy.”

The integration with Springer-Miller will allow revenue managers to influence, forecast and price both group and transient business at a more optimal level. Customers of both platforms will benefit from a standardized interface supported by IDEaS and Springer-Miller. The integration is expected to be available to joint customers in early 2018.

“Resort properties are constantly focused on delivering an exceptional guest experience, but they’ve been limited in how they manage inventory and forecasting,” said Robert Selwah, president of Springer-Miller Systems. “By integrating with IDEaS G3 RMS, our clients can eliminate manual revenue management processes, especially for booking multiple room types, to ensure that each guest stays in the right room at the ideal price.”

Learn more about IDEaS technology integrations [here](#).

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



A SAS COMPANY

Press Contact:

Padilla for IDEaS

Tim Nelson, PR Representative

tim.nelson@padillaco.com

612.455.1789

^{SMS}|Host[®] 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 & beverage to spa to the golf course and more. ^{SMS}|Host provides core PMS tools as well as Point-of-Sale, Owner Management, Online Booking and other key resort functionality. In addition, ^{SMS}|Host interfaces with leading industry systems to ensure a seamless operating environment. ^{SMS}|Host users are backed by Springer-Miller's 24/7/365 live customer support team. Springer-Miller's SpaSoft[®] provides a dynamic spa and activities management solution used in more than 65% of the world's Forbes Five Star Spas.

Visit www.springermiller.com for more information.

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 more than 10,000 clients in 111 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.

###