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IDeaS SmartSpace

MEETINGS & EVENTS, SMARTIFIED

IDeaS SmartSpace redefines the strategy behind maximizing revenue for meetings & events space. This first-of-its-kind dynamic application provides simple yet powerful insight into meetings & events business performance through a variety of visual analytics aimed at making the most out of your meetings & events space.

As a cloud-based solution, SmartSpace provides a clear understanding of booking trends for meetings & events business to help build and support a more accurate forecast to improve efficiency and profitability.

An intuitive interface, along with interactive visualizations, allow you to prioritize revenue opportunities and align meetings & events performance with overall profit goals.

With SmartSpace you will gain the confidence to price, forecast and convert more meetings & events business through an industry-first tool that provides you with a clear competitive advantage.

Key Benefits

- Understand booking trends and patterns for meetings & events business
- Forecast and price more effectively with maximum insight into data
- Qualify leads with more data and improve conversion performance
- Align meetings & events and revenue management strategies
- Increase profitability and gain a competitive edge

UNPRECEDENTED DATA ANALYTICS

As a seamless application, requiring no additional hardware or integrations, SmartSpace leverages data from sales & catering systems to provide a variety of analytics to drive better strategy.

The solution features forward-looking demand analytics through at-a-glance screens and visual reporting. Dynamic views allows for quick filters by day, lead time, market segment, booking type and status of business with year-over-year performance comparisons.

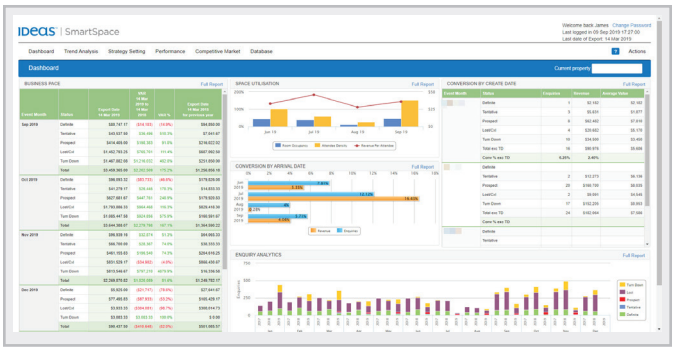
MAKE SMARTER DECISIONS, FASTER

SmartSpace delivers an intuitive tool to enable a strong revenue strategy for meetings & events space. This tool is all a sales team needs to quickly offer competitive and optimal quotes. It also ensures revenue management and meeting & event strategies are aligned to drive optimal business performance across your revenue-generating units.

Only with SmartSpace can you track space utilization, revenue conversion and booking pace all in one platform. You'll gain the confidence to take your meetings & events performance strategy to the next level.

DRIVE BETTER REVENUE TODAY

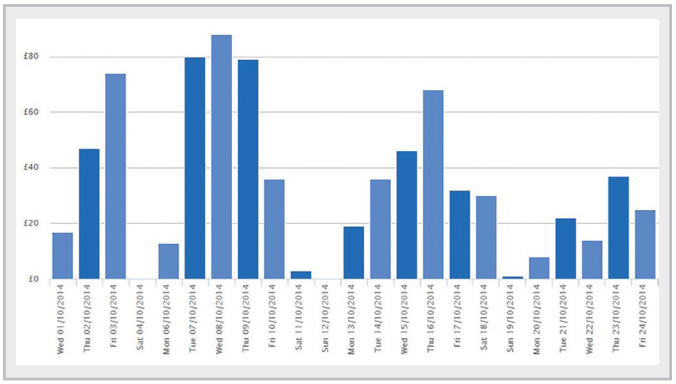
For nearly three decades, IDeaS has provided innovative solutions, exceptional client support and strategic advisory services to help hospitality businesses drive better revenue. Learn how SmartSpace can help you improve your meetings & events performance and capture more revenue than ever before.



Summary Dashboard: quickly access an overview of reports that monitor and track key performance indicators for meetings & events business



Demand Forecast: displays current strategy by day to identify high demand, low demand and special event dates to optimize quoted rates for inquiries



Revenue per Square Foot: visualizes meetings & events revenue per square foot for any given date range to ensure space utilization is optimal

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Results **delivered.** Revenue **transformed.**

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