



Ideas™
A SAS COMPANY

Pricing: IDeaS G3 RMS

THE PRICE IS...

IdeaS provides a suite of pricing options to meet your technology and business needs that will capture the optimal revenue from your demand. Using the right analytics, a well-informed rate strategy can better optimize your revenue on an ongoing basis.

CONSIDER YOUR FLEXIBILITY

IdeaS G3 Revenue Management System (RMS) offers a variety of pricing approaches by room type, including flexible ways to interact with your strategy:

- ▶ **Continuous Pricing:** The solution calculates the analytically optimal rate without the need for rate tiers or fixed room type offsets
- ▶ **Daily Pricing:** A different rate is charged for each night of a guest's stay based on rate bands preconfigured by the user
- ▶ **Length-of-Stay Pricing:** Offers a blended rate based on the arrival date and duration of a guest's stay

Key Benefits

- ▶ Enable the most flexible pricing options available for your unique business requirements
- ▶ Price by room type with an advanced, analytics-led approach
- ▶ Account for price-sensitivity, derivative rates, room type hierarchy and competitor impacts
- ▶ Achieve optimal pricing balance with powerful rate availability

CONSIDER YOUR COMPETITION

IdeaS G3 RMS provides a unique and integrated approach to support pricing by room type that accounts for the influence specific competitors have on your property. For instance, when a competing hotel changes their suite rate, G3 RMS understands how that impacts your hotel's demand and how it impacts the price you should charge.

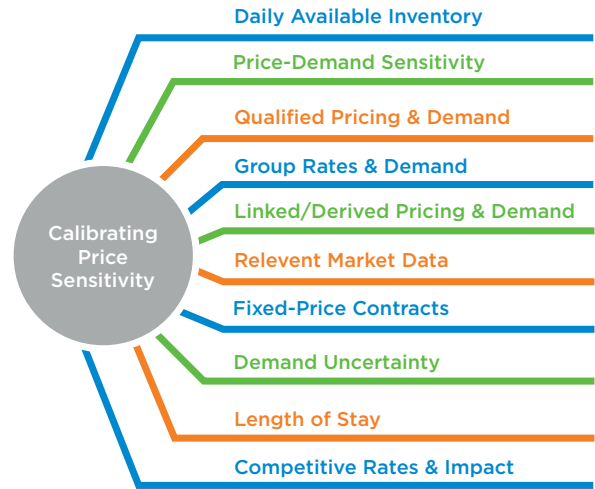
CONSIDER YOUR INVENTORY

Each room type has its own demand patterns and price sensitivity, and using static offsets to price those room types leaves money on the table. IDeaS uniquely uses advanced SAS® high-performance analytics to independently and optimally price each room type. These innovative methods continually learn and adapt, using advanced data science methods to produce pricing decisions, and fold overrides and external data points into the analytics to ensure the best outputs.

CONSIDER YOUR ANALYTICS

Simple analytics found in other pricing tools produce a price for a base room type then apply offsets dictated by rules ignoring unique demand patterns and price sensitivity for each room type.

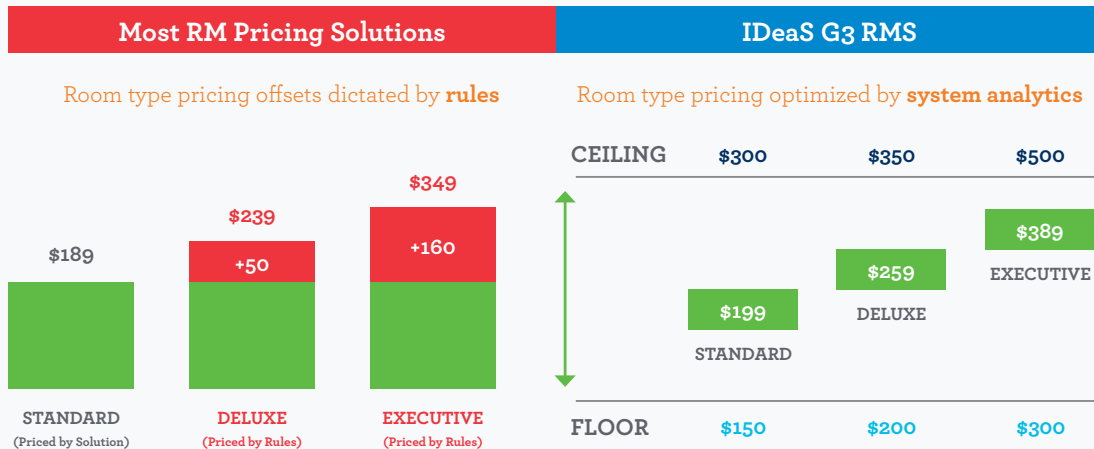
IDeaS G3 RMS accounts for important demand factors, including seasonality, lead time, day of week and special events by room type.



IDEAS FOR THE IDEAL PRICE

IDeaS' solutions will help you make fast, informed and profitable rate and availability decisions. IDeaS G3 RMS is a fully loaded revenue solution with the latest pricing, forecasting and reporting advancements—including the ability to factor your online reputation into pricing decisions. Master the art of pricing perfection, with IDeaS.

ROOM TYPE PRICING APPROACHES



Other RMS providers price a base room then apply rules-based offsets to other room types - leaving money on the table. IDeaS' unique approach to analytically-based pricing and controls by room type produces the most optimal decisions and overall revenue.