



# Independent & Linked Products: IDeaS G3 RMS

*The easiest way to optimize, price, manage, and flex discounts for base rates and linked products.*

## IT'S TIME TO BREAK THE RULES

Typically, most hotels are bound by their systems to only enable dynamic pricing for one rate—their daily rate. However, a combination of changing booking trends and increasing competition have forced accommodation providers to rethink their rate strategies. To diversify their market mix and to stay competitive, many have turned to offering a more complex variety of products, such as dynamic B2B rates and extended stays, among others.

Pricing practices are further complicated by the inherent need to fully understand the impact of

## Key Benefits

- ▶ Expand your dynamic pricing strategies across all key products with the power of industry-leading AI and machine learning
- ▶ Price each product optimally based on its unique demand patterns—down to the room-type level
- ▶ Reduce unnecessary discounting by replacing static with dynamic discounting
- ▶ Capture more revenue from longer stay guests—optimally price daily, weekly, and/or monthly
- ▶ Save time spent managing multiple rates while accounting for the impact of price changes on linked products

linked rates on other market segments. Legacy pricing systems also limit the ability to price for extended stays and insist on rigid room type or occupancy-based offsets.



Only IDeaS offers you the pricing freedom to break the rules and optimize more than your base rate, such as the Daily Best Flexible. Doing so results in maximized revenues,

healthier length of stay, and reduced unnecessary discounts—including linked rates like packages, advanced purchases, loyalty discounts, and more.

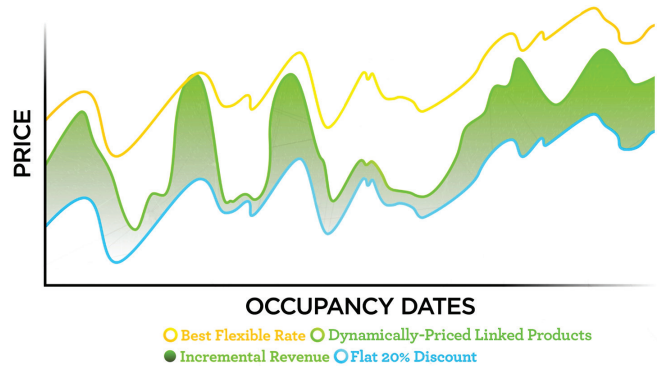
### INDEPENDENT PRODUCTS WILL SET YOU FREE

Imagine an extended stay property with a variety of different length of stay products, such as daily/weekly/monthly, each with their own discounts and packages, all priced against each other. In most cases, you only have one lever to pull to price all those products, and it creates a compromise to try and balance each rate with the corresponding demand. At other times, long-staying guests are displaced over a single expensive night. This setup penalizes higher-value guests and is complicated to manage, especially with self-defined rules.

G3 RMS offers Independent Products to help you capitalize on the unique demand patterns of all your key base products and capture the most valuable bookings. It allows for the separate optimization and pricing of products, resulting in maximized revenue while maintaining rate hierarchy and product positioning. You'll price and optimize in real-time while eliminating the complex web of rules, manual rate management, and static offline pricing.

	Daily Rates	Weekly Rates	Monthly Rates
 <b>Independent Products</b>	Best Flexible Rate 1-6 LOS	Best Flexible Rate 7-29 LOS	Best Flexible Rate 30+ LOS
 <b>Linked Products</b>	<ul style="list-style-type: none"> <li>Bed &amp; Breakfast</li> <li>Advanced Purchase</li> </ul>	<ul style="list-style-type: none"> <li>Bed &amp; Breakfast</li> <li>Advanced Purchase</li> </ul>	<ul style="list-style-type: none"> <li>Full Service</li> <li>Partial Service</li> </ul>

*Independent and Linked Products offer you the pricing freedom to optimize and price multiple base rates and their dependents, according to their unique demand patterns.*



*Capture additional revenue on every room sold by dynamically adjusting discount percentages or amounts based on demand patterns such as season, days to arrival, day of week, and room type.*

### BUT WAIT, THERE'S MORE!

What if you could not only optimize and price your base rates, but also all the rates linked to them? Linked Products is an industry-first that offers flexibility and simplicity to dramatically enhance rate management and distribution, all within G3 RMS. In addition to its vast operational value, Linked Products automatically leverage deep learning capabilities by incorporating the unique patterns of each product to achieve a revenue-optimized rate structure for multiple products across all occupancy dates and room types.

Choose from user-configured Linked Products which allow for custom definitions (such as percentage off or fixed amount by day of week, days to arrival, etc.) or optimized Linked Products which leverages advanced analytics to automatically flex the discounts or amounts between a defined price range.

With IDeaS, you will be able to gain superior visibility into your rate strategy, make smarter pricing decisions, and boost incremental revenues.