

Ideas™ A SAS COMPANY		re/calculate your path to greater profits Budget for technology to future-proof your business				CONTACT US	
		solutions		client success	resources	about us	
		Ideas G3 Revenue Management System		IdeaS Revenue Management System	IdeaS Pricing System	IdeaS Forecast Management System	
DECISIONS							
FORECASTS							
PRICING							
MARKET INTELLIGENCE DATA							
PRODUCTIVITY TOOLS							
OPTIMIZATION LEVEL							
REPORTING & DASHBOARDS							
		FULL FEATURES		MOST FEATURES	SOME FEATURES	FEATURE NOT PRESENT	

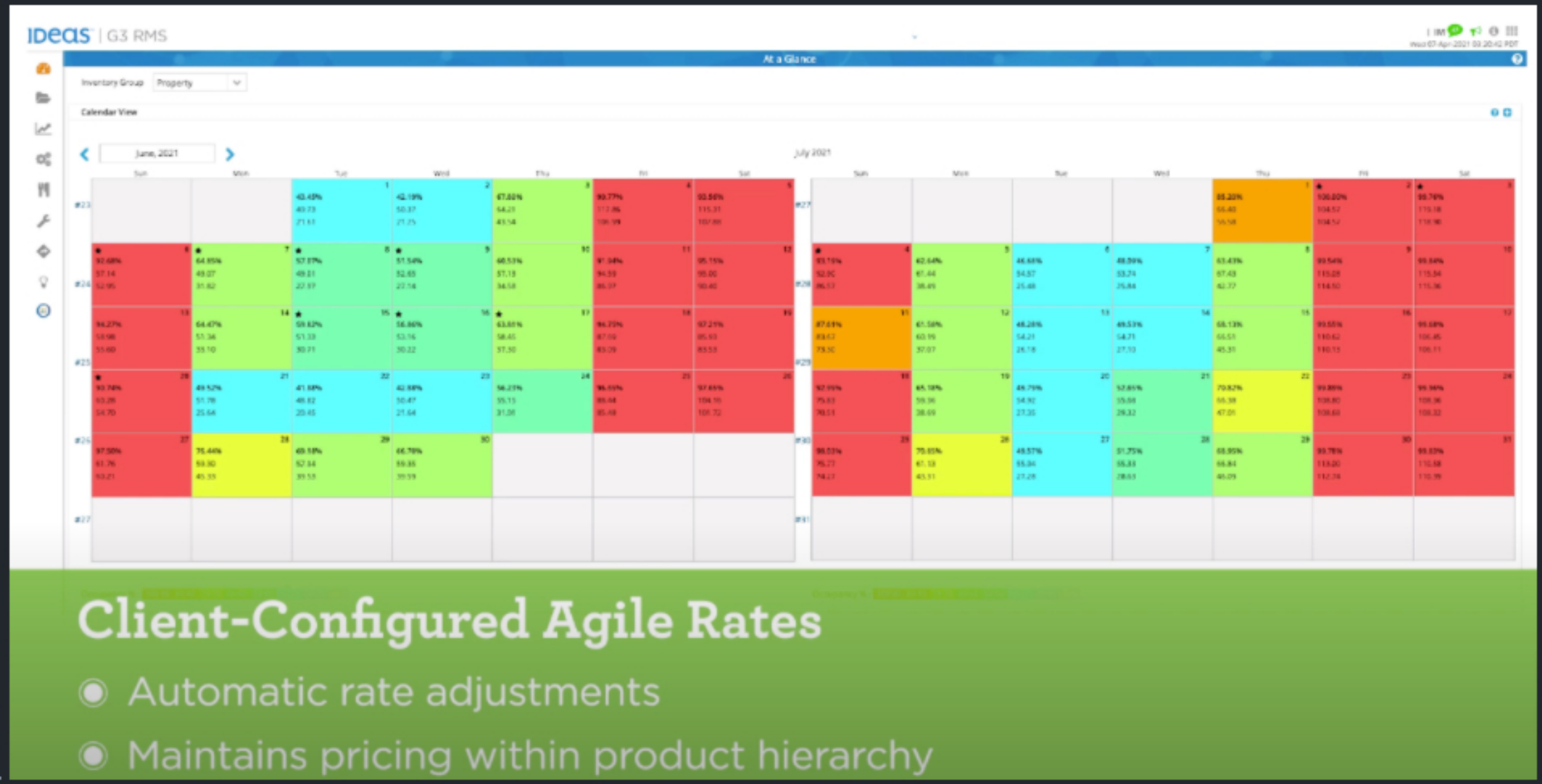
- Continuous Pricing

- i. price each room type optimally without rate tiers
- ii. define your minimum and maximum rate for each room class.
- iii. analyzing demand and price sensitivity; considering all other room types, upgrade paths, and competitors
- iv. provide an optimal price within the configured range
- v. maximize revenue for each room type and occupancy date

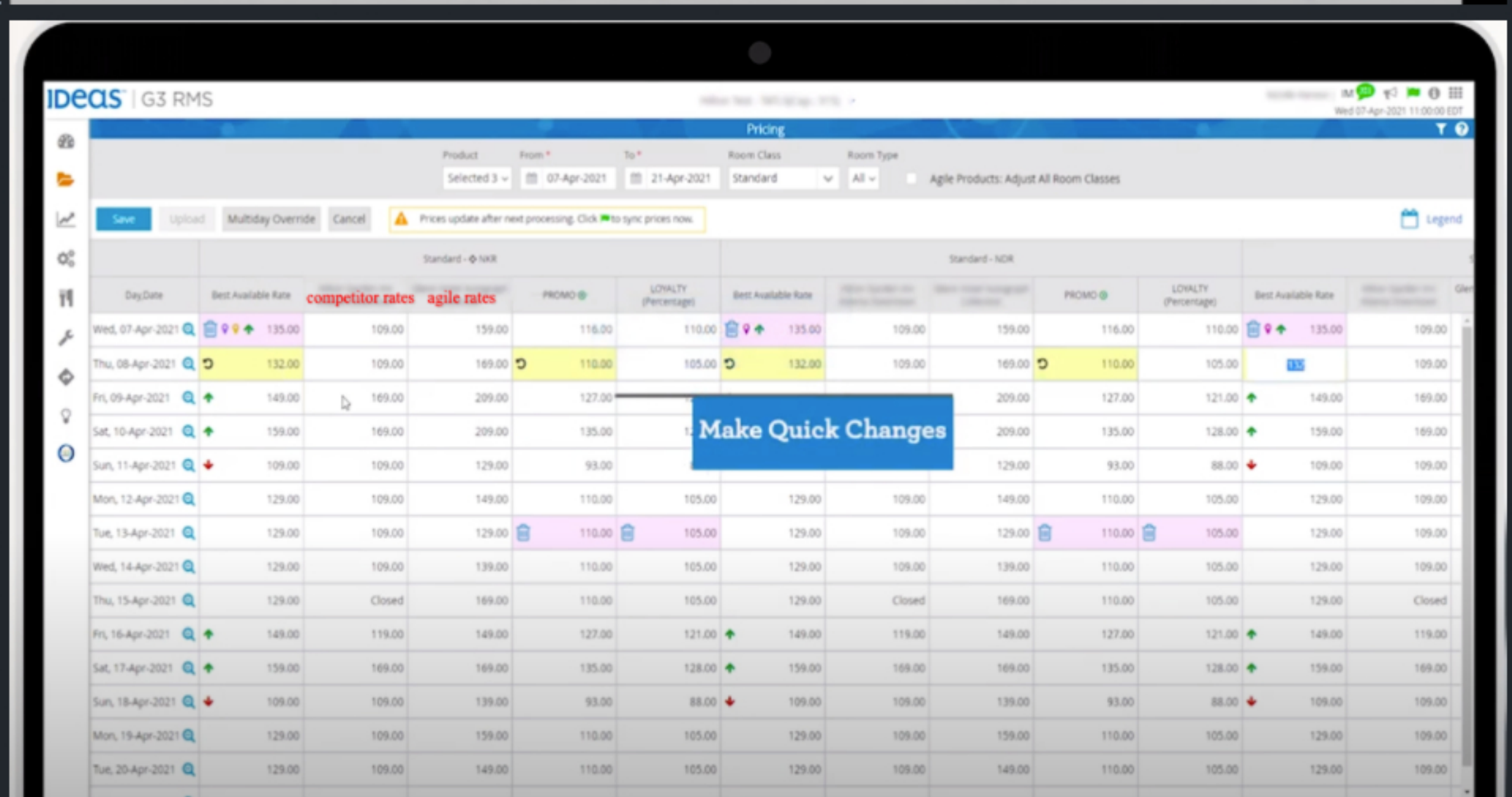
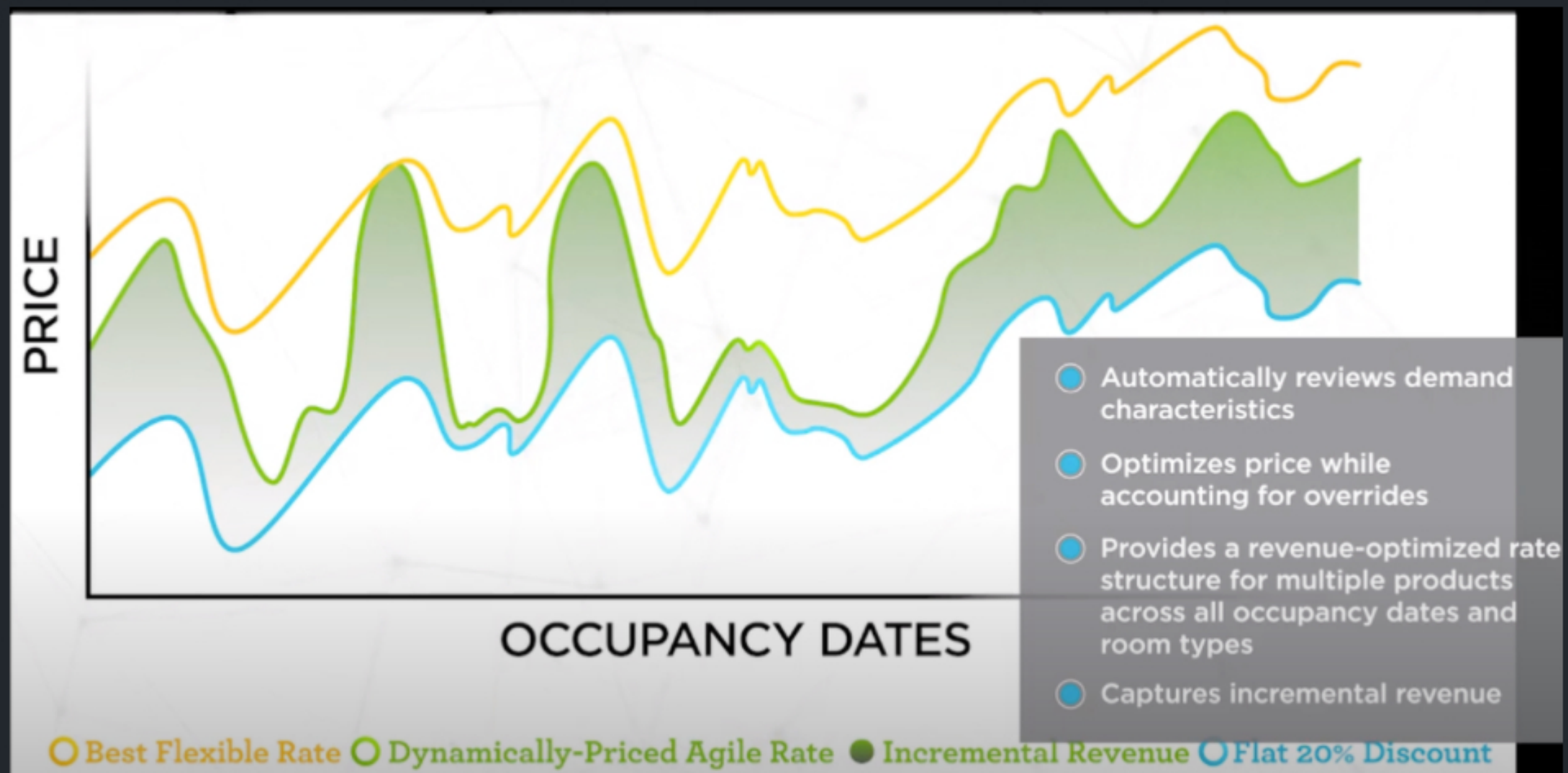


- Agile Rates

- i. perfect for key products, like advance purchase, packages, promotions, loyalty tiers
- ii. Additional revenue can be generated whenever the product's price can be flexed
- iii. two approaches: Client-configured (clients have more control & predictability) and dynamically-priced (maximum incremental revenues)
- iv. elements clients can define for both approaches: season, day of week, days to arrival, length of stay, room class, product groups, hierarchies, package elements.
- v. Client-configured agile rates: fixed amount or percentage off (client define when or how you want the rates to change)



- vi. **● Maintains pricing within product hierarchy**
- vii. dynamically-priced consider two factors: demand characteristics for each day by length of stay for each product; optimized for multiple products across all products



- what-if analysis

- i. quickly stimulate the impact that pricing, demand, wash and overbooking decisions have on forecasts and pricing