

Clarity.
Confidence.
Control.



IDEaS V5i
Revenue Management
Solution





Revenue Management Solution



Understand, Anticipate & React to Hotel Consumer Behavior to Optimize Revenue and Profits

As the industry's premier supplier of hospitality revenue management solutions, IDEaS V5i was specifically designed to provide hoteliers with a clear vision to their data, through Forecasting, Optimization and Pricing strategies thereby giving them greater control over their business. As specialists in hospitality, we serve hotels from the budget sector to luxury, from large property chains to single properties. IDEaS V5i is a breakthrough for hospitality companies who need to achieve enterprise-wide control over their business intelligence and want to optimize revenue and profits.

Quick and Cost Effective for Estates of Any Size:

- Any Size Hotel
- Any Market Segment
- Any Level of Revenue Management Experience
- Any Country or Language
- Any Budget



IDeaS V5i Key Benefits

- Determine correct pricing for your hotel
- Accurately forecast business demands
- Effectively manage and control distribution channels
- Gain greater control over group business
- Expand competitive set performance
- Build higher property valuations and increase revenue





Features & Functionality

Pricing

What rate to quote to that unqualified guest is a daily challenge faced by hotels. IDEaS V5i Best Available Rate (BAR) module allows you to select the optimal rate with the highest probability of selling based on the arrival date and length of stay. Our competitive rate shopping integration allows you to further tune to the dynamics of your market.

Sales Channel Management

Efficiently and quickly distributing your hotel's availability and pricing can be one of the most demanding responsibilities for your hotel's growth and success. With IDEaS V5i you can distribute the best available rate and other controls to various distribution channels eliminating the need to manually enter the data.

Multiple Property View

Whether you manage a multi-national chain with global group business or two bustling properties, with IDEaS V5i Centralized Control module you now have the opportunity to optimize demand and increase revenue by accessing all your properties remotely, instantly, from anywhere in the world, anytime.

Group Management

Evaluating and forecasting group impact and business displacement before booking is often complicated. With IDEaS V5i Group Pricing module you have the functionality to determine the group's entire value which factor in rooms, costs and commissions, conferencing and banqueting, ancillary spend and profits as well as the value of any business being displaced before you book. IDEaS V5i Solution's unique ability to forecast group materialization and group wash by market segment allows you to understand the total demand for your hotel or estate.

Budgeting

Need to quickly compare rooms sold and revenue against data at the market segment and hotel level? IDEaS V5i Budget module provides hoteliers with an easy method to assess your hotel's performance on a daily, weekly, monthly, and annual basis against your financial goals. This integrated module offers an array of easy to navigate charts and reports automatically placing the information you need where you can use it.

New Hotel Service Success Package

As many hoteliers continue to enjoy significant growth in the size of their hotel portfolios through the construction of new hotels and the acquisition of existing properties, IDEaS has developed the New Hotel Service Success Package. This allows IDEaS V5i to be installed at the earliest opportunity and provide Forecasts and Decisions even before the hotel opens.

Intuitive User Interface

IDEaS V5i offers an array of user-friendly design elements for unmatched ease of use. Information is prioritized and presented in colorful, straight forward graphs and charts for quick access and use through a standard Internet browser.

Easy to read graphics and data on key hotel performance indicators from the IDEaS V5i @ A Glance screen provides a clear view to the information most important to you, and monthly graphical views of Estimated Room Revenue, Occupancy, Revenue per Available Room (RevPar) and Average Daily Rate (ADR) along with Alerts, Special Events and My Links are delivered in an easily navigated way.

Along with a quick overview of your business, IDEaS V5i supports in-depth analysis of your data through drill down capabilities, from the total hotel level down to market segment and in any user defined year-to-year date range. In addition, user defined hyperlinks provide an easy way to revisit favorite reports, screens or frequently used web sites.

Cluster Yielding

A requirement for hoteliers who have the ability to yield across properties, IDeaS V5i Cluster Yielding gives hoteliers the opportunity to maximize revenue across a cluster of properties. Hotels are easily grouped according to the business needs of the operation with user-defined flexibility. Recommendations can be easily implemented by a central reservation office. Any combination of hotel properties can be included to optimize demand and increase revenue and profitability.

Management Reports

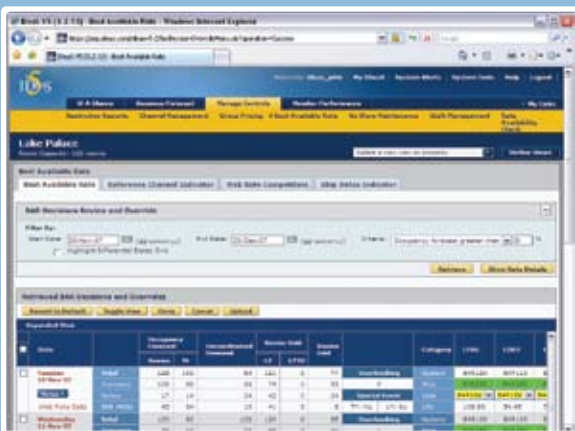
Whether it is the analysis of bookings to date, day of week patterns or group placement, IDeaS V5i management reports provide business trends and exceptions, booking paces and marketing activities results as well as the impact of revenue optimization practices on RevPAR in user-friendly charts and tables with the option to export to PDF, Excel or XML. In addition, IDeaS V5i reports can be saved, scheduled and e-mailed to specified recipients, saving you valuable time and resources.

IDeaS V5i management reporting is tuned to support your specific property management or central reservations system's requirements from Minimum Length of Stay (MinLOS), Full Pattern Length of Stay (FPLOS), Hurdle Rates or Bid Price.

With over 30 easily accessible reports targeted to key areas of Forecast, Decisions and Management, you can measure ongoing performance against forecast and prior year's performance offering a distinct view of information tailored to your specific needs. IDeaS V5i reports provide the ability to manage by exception, critical in today's environment of data overload.

Custom Reports

IDeaS recognizes that there is further demand for additional reports to help you better manage your business. To answer this need, IDeaS Custom Reports service is designed to provide client-driven and highly specialized reports directly through the V5i application interface.



Prioritized information and colorful, straightforward graphs and charts make IDeaS V5i reports clear and easy to read.

Features & Functionality



Alerts

IDEAS V5i alerts are user defined warnings that monitor occupancy and provide automated notification of future days where forecasted occupancy is different than expected. IDEAS V5i flexibility allows business to be monitored based on time periods or business types.

Competitive Set Analysis

In a fast-paced and constantly changing environment, understanding your position compared to your competitors is critical. IDEAS V5i allows you to benchmark against your competitive set in key areas including Rooms Sold, Revenue per Available Room (RevPar) and Average Daily Rate (ADR). This provides a graphical view of the data and adds confidence in your strategic decision making by clearly showing your hotel's position in comparison to competitors.

On-Demand Web Deployment

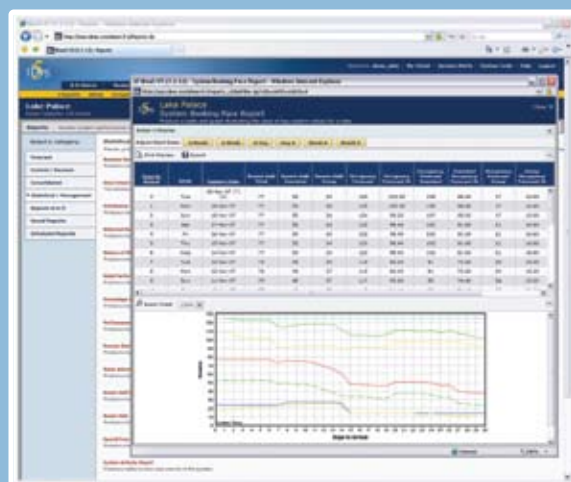
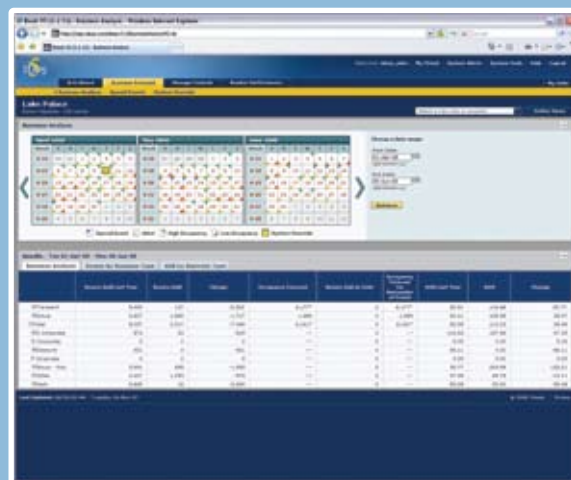
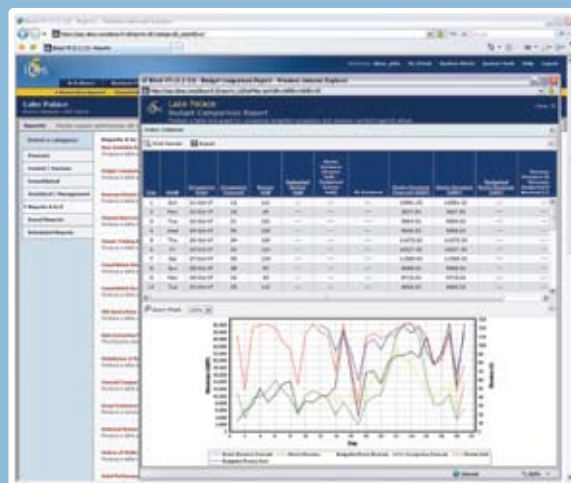
IDEAS V5i is implemented via our On-Demand Web Deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. There is no new equipment to purchase or maintain and no need to tap your existing IT resources.

IDEAS V5i offers users 24/7 access regardless of time zones and geographical locations and is hosted in a secure state-of-the-art data center; relieving you of any concerns regarding ongoing backups of critical data and no on-site system upgrades required.

Certified Integration

IDEAS V5i seamlessly integrates with other leading hospitality technology solutions such as, Property Management Systems, Central Reservation and Distribution Systems, Sales and Catering Systems, Rate Shopping Engines and Rate Distribution Services. IDEAS Revenue Optimization is a founding member of Hotel Technology Next Generation (HTNG) and IDEAS V5i revenue optimization solution is an HTNG Certified Product. Visit our website to see a full list of IDEAS Integration Partners:

www.ideas.com/index.php/company/partners



Multiple filter and drilldown options will allow you to customize your reports so you can make informed decisions in a timely manner.

Support & Services

At IDeaS Revenue Optimization, customer service is our core value and our world-class support and services will help you get the most from the IDeaS V5i Revenue Management Solution. Take advantage of our extensive experience and expertise as the leading revenue optimization solutions and services company in the hospitality industry.

IDeaS for Success

IDeaS for Success is a project management and client services program developed by IDeaS to ensure the successful implementation and continuing support of IDeaS V5i.

IDeaS Learning System

IDeaS Learning System (ILS) is a Web-based tool that provides IDeaS clients with a convenient, customizable, on-demand e-learning solution for training and support for IDeaS V5i, upgrades and enhancements.

IDeaS Community Portal

The IDeaS Community Portal is a Web-based tool that provides IDeaS clients around-the-clock access to vital IDeaS V5i solution information such as service cases, application news and technical support. It also features IDeaShare and IDeaS Community Forum, unique social networking platforms developed to capture and act upon the voice of IDeaS clients.

IDeaS Advantage Consulting

IDeaS Advantage Consulting delivers revenue optimization guidance and advice via personalized service to achieve long term revenue optimization goals in today's competitive business environment.



Headquarters

1650 West 82nd Street, Suite 400
Minneapolis, MN 55431 USA
Phone: + 1 952 698 4200

Americas

Seattle, WA
Phone: + 1 206 767 2289

Minneapolis, MN
Phone: + 1 952 698 4200

Washington, DC
Phone: + 1 202 232 3839

Naples, FL
Phone: + 1 239 594 9701

Europe/Africa/Middle East

Munich, Germany
Phone: + 49 8106 303253

Dusseldorf, Germany
Phone: + 49 8106 303254

United Kingdom
Phone: + 44 (0) 118 982 100

Asia/Pacific

Sydney, Australia
Phone: + 61 (0) 2 94160466

Singapore
Phone: + 65 6398 8988

New Delhi, India
Phone: + 91 11 4182 8982

Pune, India
Phone: + 91 20 2 567 9499



For more information on the
benefits of Revenue Optimization
for parking, contact IDEaS at:

www.ideas.com



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