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## The Hay-Adams in Washington, D.C. Selects the IDEaS Revenue Management System

*Luxury hotel will use the automated system to optimize revenue and increase operational efficiency*

MINNEAPOLIS, MN – SEPTEMBER 18, 2012 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, has announced that The Hay-Adams will implement the [IDEaS Revenue Management System \(RMS\)](#). The installation, expected for completion later this year, will enable the 145-room luxury hotel across from the White House to more accurately and strategically optimize demand and increase profits.

“In order to stay competitive, we recognized the need for an automated solution that could accurately predict demand while eliminating tedious and time-consuming manual processes,” said Hans Bruland, Vice President and General Manager, The Hay-Adams. “We chose IDEaS because of their proven analytics and strong track record within the hospitality industry, and we’re excited to finally have a strong tool for increasing occupancy and getting in front of a new generation of consumers.”

Offering an automated approach to revenue management, the IDEaS RMS enables The Hay-Adams to more accurately and strategically optimize revenue. The system’s advanced software provides reliable, up-to-date market information quickly and easily, enabling the property’s director of revenue management to spend less time identifying market trends and more time analyzing them and capitalizing on consumer behavior.

“We are pleased to work with The Hay-Adams and deliver a system that further enhances the hotel’s ability to read, analyze and capitalize on the market,” said Jane Stampe, Managing Director, Americas, IDEaS. “Using the IDEaS RMS’ sophisticated technology, The Hay-Adams is able to strengthen and refine strategic and tactical decision-making in order to boost profitability.”

IDEaS Revenue Solutions supports revenue management software and processes at more than 2,000 hotels encompassing more than half a million rooms in 94 countries. For more information about IDEaS, please visit [www.ideas.com](http://www.ideas.com).

### **About The Hay-Adams**

Located at Sixteenth and H Streets at Lafayette Park across from the White House, The Hay-Adams is Washington’s finest luxury hotel and one of the most historic and celebrated properties in the world. The Hotel offers 145 rooms and suites, many with White House views. It has won numerous awards for its impeccable service and is a member of The Leading Hotels of the World, an exclusive group of discriminating luxury hotels worldwide. For more information, visit [www.hayadams.com](http://www.hayadams.com) and follow The Hay-Adams on Facebook and Twitter @HayAdams Hotel.

### **About IDEaS**

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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