

## **IDEaS Revenue Solutions Reports Unprecedented Momentum in EMEA Markets**

*Following a year of significant regional wins, IDEaS projects exponential growth to continue in 2019*

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**LONDON**—Feb. 28, 2019—IDEaS Revenue Solutions, the world’s leading provider of automated revenue management software and services, reported record-breaking client wins across the EMEA region in 2018. With additional new hotel and car park clients in the pipeline, IDEaS expects 2019 to be another significant year, further bolstering IDEaS’ industry leadership across Europe and around the world.

- **Nearly 1,000 new clients in EMEA alone last year** – IDEaS’ EMEA sales team celebrated a hugely successful year, securing major wins in a diverse range of countries across the region, including Greece’s Electra Hotels & Resorts, Italy’s Grand Hotel Baglioni, Portugal’s NAU Hotels & Resorts, Spain’s Hotel Camiral and The Netherlands’ Van der Valk Hotels & Restaurants.
- **Hoteliers seek revenue science and sophisticated technology** – IDEaS’ innovative revenue science solutions feature the latest advances in artificial intelligence and deep machine learning, including voice and two-way integration capabilities. Leveraging world-renowned SAS analytics, IDEaS maintains the most finely-tuned ecosystem of refined algorithms, deep industry knowledge and automated decision empowerment.
- **Car park industry disruption is underway** – IDEaS doubled the size of its parking business in 2018 with new car park client wins including Norway’s Avinor Oslo Airport. With over \$900 million in annual parking revenue being optimized, IDEaS kicked off 2019 by increasing its investment to satisfy growing demand for car park revenue management and to pave the way for the future of airport parking.

**Fabian Specht, area vice president, EMEA, IDEaS, said:** “At IDEaS, we believe in the power of our solutions to drastically improve revenue for hotels, car parks and meetings-and-events businesses. We are thrilled to see prospective clients across the EMEA region feel the same as the appetite for best-in-class revenue-optimization software and services has never been stronger. IDEaS has the right systems and expertise, along with seamless integrations and ongoing support, to fulfill this important need.”

*IDeaS' revenue science solutions will be on display at [ITB Berlin](#), March 6-10, 2019, Berlin ExpoCenter City, Hall 8.1, Booth 110.*

### **About IDEaS**

IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With 30 years of expertise, IDEaS drives better revenue for more than 10,000 clients in 124 countries. Combining industry knowledge with innovative, data-analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at [ideas.com](http://ideas.com).