

## About the IDEaS Integration Partner Program



The IDEaS Integration Partner Program enables hospitality and travel technology solution providers to develop a certified integration with IDEaS software solutions allowing for a seamless client deployment and collaborate in market development initiatives with IDEaS. These solution providers primarily provide technology solutions that either provide the data for IDEaS software solutions and/or distribute the outputs of IDEaS' software solutions.

### About IDEaS Partner Programs

The IDEaS Partner Programs are a worldwide network of more than 80 system integrators, channel partners, academic and industry experts who partner with IDEaS to provide comprehensive pricing and revenue management solutions to clients and further revenue management learning and understanding in the hospitality and travel industry.

By leveraging IDEaS intellectual property in terms of skills, experience, and knowledge resources as well as IDEaS background of continued innovation and world-class client support, IDEaS' Partners can create a sustainable competitive advantage in their marketplace.

### Benefits of the IDEaS Partner Programs:

- **Support:** Provide value-added support, services and an integrated solution offering to mutual clients
- **Grow:** Expand combined reach, add new clients profitably and generate incremental revenue from existing clients
- **Differentiate:** Create a sustainable competitive advantage by leveraging proven Pricing, Forecasting and Optimization expertise and intellectual property

*If interested in becoming an IDEaS Integration Partner,  
please download the Expression of Interest Form on our website:*

**[www.ideas.com/partners](http://www.ideas.com/partners)**

Partner Tier	Criteria/Commitment
<b>Rate Distribution Systems</b>	
■ Silver	<ul style="list-style-type: none"> <li>Meets IDeaS integration specifications</li> </ul>
■ Gold	<ul style="list-style-type: none"> <li>Silver Tier Criteria/Commitments</li> <li>Is certified by IDeaS &amp; is in production with 2 clients</li> <li>Collaborates on Joint Market Awareness Assets<sup>1</sup></li> </ul>
■ Platinum	<ul style="list-style-type: none"> <li>Gold Tier Criteria/Commitments</li> <li>The integration is HTNG compliant</li> <li>Collaborate on an IDeaS User Event<sup>2</sup></li> </ul>
<b>Rate Shopping Systems</b>	
■ Silver	<ul style="list-style-type: none"> <li>Meets IDeaS integration specifications</li> </ul>
■ Gold	<ul style="list-style-type: none"> <li>Silver Tier Criteria/Commitments</li> <li>Is certified by IDeaS &amp; is in production with 2 clients</li> <li>Collaborates on Joint Market Awareness Assets<sup>1</sup></li> </ul>
■ Platinum	<ul style="list-style-type: none"> <li>Gold Tier Criteria/Commitments</li> <li>The integration is HTNG compliant</li> <li>Collaborate on an IDeaS User Event<sup>2</sup></li> </ul>
<b>Property Management Systems</b>	
■ Silver	<ul style="list-style-type: none"> <li>Meets IDeaS integration specifications</li> <li>Is certified by IDeaS &amp; is in production with 2 clients</li> <li>Is in a one-way or two-way integration (data extraction or decision upload) with IDeaS and/or</li> <li>Receives some of the IDeaS Signature Controls*</li> </ul>
■ Gold	<ul style="list-style-type: none"> <li>Silver Tier Criteria/Commitments</li> <li>Receives all of the IDeaS Signature Controls</li> <li>Collaborate on Joint Market Awareness Assets<sup>1</sup></li> </ul>
■ Platinum	<ul style="list-style-type: none"> <li>Gold Tier Criteria/Commitments</li> <li>Receives additional IDeaS Signature Plus Controls**</li> <li>Collaborates on an IDeaS User Event<sup>2</sup></li> </ul>
<b>Central Reservation Systems</b>	
■ Silver	<ul style="list-style-type: none"> <li>Meets IDeaS integration specifications</li> <li>Is certified by IDeaS &amp; is in production with 2 clients</li> <li>Is in a one-way or two-way integration (data extraction or decision upload) with IDeaS and/or</li> <li>Receives some of the IDeaS Signature Controls*</li> </ul>
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■ Platinum	<ul style="list-style-type: none"> <li>Gold Tier Criteria/Commitments</li> <li>Receives additional IDeaS Signature Plus Controls**</li> <li>Collaborates on an IDeaS User Event<sup>2</sup></li> </ul>

## Legend

### <sup>1</sup> Collaboration on Joint Market Awareness Assets includes:

- Joint Integration Data Sheet
- Joint Client Success story

### <sup>2</sup> Collaboration on an IDeaS User Event includes:

- Participation & Sponsorship at the IDeaS Global Summit Series events

### \* IDeaS Signature Controls are:

- Last Room Value with Deltas (LRV) or
- Minimum Length of Stay (MinLOS) or
- Full Pattern Length of Stay (FPLOS)
- Best Available Rate by Length of Stay (BAR by LOS):
- Daily Best Available Rate (Daily BAR)
- Hotel Overbooking
- Room Type Overbooking

*Collaboration on Joint Market Awareness Assets and IDeaS User Event to be mutually agreed to by IDeaS and the Partner.*

### \*\* IDeaS Signature Plus Controls = IDeaS Signature Controls + any of the following:

- Multiple formats of Best Available Rate
- Multiple formats for LRV (MinLOS & FPLOS)
- Derivative Best Available Rate
- Derivative Availability
- Yield Currency Compatibility

## Partner Benefits & Commitments

SILVER

GOLD

PLATINUM

### Onboarding Commitments by Partner

Expression of Interest Form (for New Partners)	✓	✓	✓
IDeaS Non-Disclosure Agreement	✓	✓	✓
Partner Agreement	✓ (Standard)	✓ (Standard)	✓ (Standard)
Contract Term	1 Year (Auto Renews)	2 Years (Auto Renews)	2 Years (Auto Renews)

### Access to IDeaS Tools & Knowledge Support

Knowledge Resources		✓	✓
IDeaS Global Summit Series Invitation		✓	✓
Assigned IDeaS Sales Contact			✓
Shared IDeaS Partner Resource			✓

### IDeaS Marketing Support

Use of IDeaS Corporate Identities	✓	✓	✓
Visibility on www.ideas.com	✓	✓	✓
Joint Press Release (Onboarding & Strategic Wins)			✓
Partner Newsletter	✓	✓	✓
Electronic Collateral	✓	✓	✓
Printed Collateral			✓
Collaboration on Joint Market Awareness Assets <sup>1</sup>		✓	✓
Collaboration on an IDeaS User Event <sup>2</sup>		✓	✓

### Program Commitments by Partner

Annual Performance Metrics	✓ (Qualitative)	✓ (Qualitative)	✓ (Qualitative)
Online Presence (Website with product info and links to IDeaS)	✓	✓	✓

### IDeaS Sales Process Commitments by Partner

Follow IDeaS Lead Approval Process for any Lead Generation initiatives		✓	✓
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Please refer to the IDeaS Partner Agreement for additional terms and conditions.

[www.ideas.com](http://www.ideas.com)

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DRIVING BETTER REVENUE