

# IDEaS™

A SAS COMPANY



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FOR IMMEDIATE RELEASE

## IDEaS Expands Car Park Solutions in Australasia, Partners With Sydney Airport

SYDNEY – APRIL 7, 2015 – [IDEaS Revenue Solutions](#), the leading provider of pricing and yield management software, services and consulting, today announced a partnership with [Sydney Airport](#) to implement [IDEaS Car Park RMS](#) for the airport's approximately 17,000 car park spaces across multiple facilities and terminals at Australia's busiest international airport.

Located just eight kilometers from Sydney's central business district, Sydney Airport welcomed 38.5 million passengers in 2014. The airport provides short and long stay self-park and valet parking in car parks at the T1 International and T2/T3 Domestic terminals, and at the Blu Emu Car Park which caters to Domestic customers.

The airport launched pre-book online parking in 2012, and since then has seen online bookings grow strongly. This has produced the need for a solution to manage and forecast usage of parking spaces in order to provide customers with the best possible pricing across multiple online booking options.

"We offer a wide range of pre-book online parking options, from one hour to one month, to suit all of our customers," said Craig Norton, Sydney Airport general manager, parking and ground transport. "We chose IDEaS because the company is clearly a leader in its field and has displayed a solid understanding of our commercial parking requirements. We are looking forward to drawing on the skills IDEaS brings to the table."

IDEaS Car Park RMS is a custom-tailored, cloud-based solution that meets the demands and challenges of commercial parking facilities around the world. It manages yield per available space with scientifically advanced analytics and algorithms for maximized control and forecasting accuracy.

"We are excited to partner with Sydney Airport and see a tremendous opportunity for them to leverage advanced analytics for maximum control," said Joseph Martino, senior vice president for IDEaS. "As Australia's gateway airport, they have challenges and opportunities that our solutions will address, and IDEaS Car Park RMS will make a positive difference for the organisation and its customers."

IDEaS Car Park RMS is expected to be implemented at Sydney Airport in the second half of 2015. The company also recently announced a similar partnership at [Auckland Airport](#) earlier this year, expanding its presence in the Australasia region.

### About IDEaS

IDEaS Revenue Solutions leads the hospitality and travel industries with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing its clients more insightful ways to manage the data behind their pricing practices.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities across the enterprise.

For more information, visit [www.ideas.com](http://www.ideas.com).

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