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## **IDEaS and Sceptre Hospitality Resources Announce Integration to Help Hotels Maximize Productivity and Revenue**

***IDEaS RMS integrates WindsurferCRS to help clients offer the right price to the right customer at the right time***

MINNEAPOLIS – DECEMBER 12, 2013 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, today announced the integration of Sceptre Hospitality Resources' [WindsurferCRS](#) with [IDEaS Revenue Management System \(RMS\)](#).

The integration offers clients increased online exposure to a multitude of top-performing local and international booking sites through one fast, easy-to-use and reliable interface. Each day, the IDEaS RMS recommends customized pricing strategies to hotel revenue managers and automatically sends the updated rates to Sceptre's WindsurferCRS, which promptly forwards the rates to online travel agencies. The streamlined, automated integration results in faster and more extensive rate distribution and improved rate optimization.

"The integration eliminates tedious, manual data entry, allowing hotels to more effectively distribute their rates and increase opportunities for revenue," said Sanjay Nagalia, Chief Operating Officer and Co-founder, IDEaS. "Given the fast-paced, competitive nature of the hotel industry, it's important to provide revenue managers with tools that help save them valuable time and maximize revenue."

"We are thrilled to work closely with IDEaS and help its customers more effectively distribute rates," said Estella Hale, Product Manager of the WindsurferCRS, Sceptre Hospitality Resources. "By integrating with IDEaS RMS, we are making it easier for hotels to offer the right price at the right time, and that's the way to truly manage distribution."

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

**About IDEaS**

## **IDEaS and Sceptre Hospitality Resources Announce Integration**

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 a 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).

### **About Sceptre Hospitality Resources**

Sceptre Hospitality Resources maximizes revenues for hotels and resorts. With the addition of Whiteboard Labs, the company now serves more than 3,000 properties on its reservation platform. In addition to Windsurfer, a state-of-the-art central reservation system (CRS), Sceptre's other software include MotionNotes, a video messaging platform, SpaLinx, a spa management and appointment booking application, custom internet marketing services and revenue management services.

Sceptre specializes in electronic distribution, reservations connectivity, channel management, revenue management strategies, reservation call centers and direct booking engines. Sceptre also provides custom development of booking engines and Internet applications. Additional information about Sceptre may be found at the company's website: [sceptrehospitality.com](http://sceptrehospitality.com).

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