



IDEaS Academic Partner Program

In our continuing endeavor to work more proactively within the academic community, IDEaS Revenue Solutions presents the IDEaS Academic Partner Program. This initiative outlines our overall approach, partnering with educational institutions that offer programs in hospitality revenue management.

There has never been a better time to be an IDEaS' academic partner. We encourage you to leverage the IDEaS Academic Partner Program and differentiate your academic curriculum by allowing your students hands-on time and exposure to IDEaS' industry-leading pricing and revenue management software.

IDEaS Academic Partner Program

The Academic Partner Program is a worldwide educational curriculum designed to support educators in enabling students opportunities to gain hands-on experience with the practice and theory of revenue management. The program includes access to IDEaS Academic Portal, a web-based resource hub. The portal houses learning tools including the award winning Revenue Management Challenge game, the IDEaS' pricing and revenue management solution and student tracking to support educators in the development and offering of revenue management courses.

About IDEaS Revenue Solutions

With more than one million rooms priced daily through its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software and advisory services. Powered by SAS[®] and more than 29 years of experience, IDEaS proudly supports more than 10,000 clients in 124 countries and is committed to providing hoteliers with more insightful ways to manage the data behind hotel pricing. We focus on a simple promise: **Driving Better Revenue.**

OBJECTIVES OF THE ACADEMIC PARTNER PROGRAM

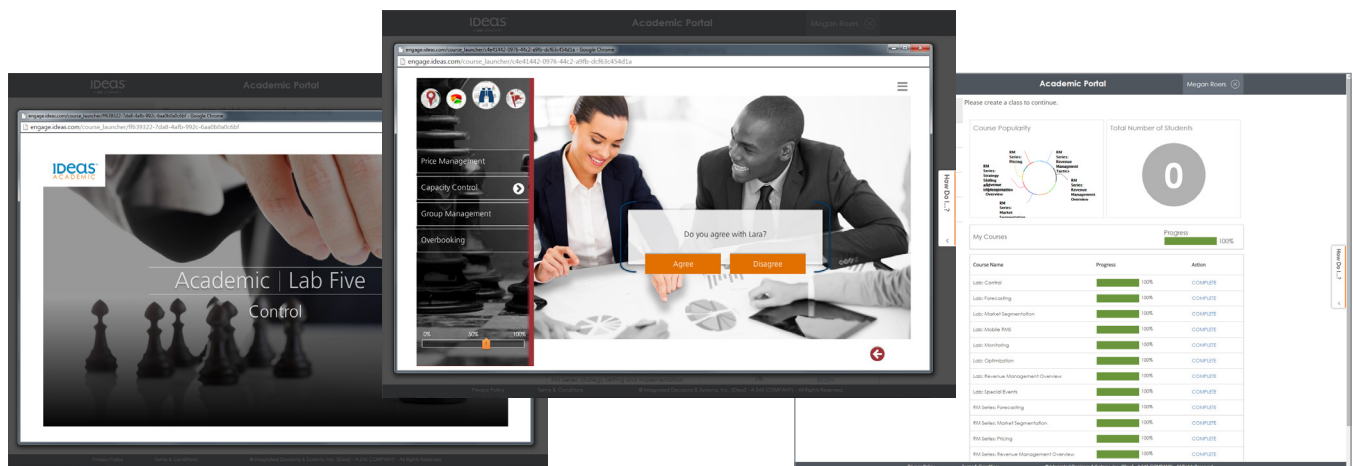
- Formalize IDeaS' commitment to the education of the next generation of revenue management professionals
- Create programs that are available to any educational institution that wishes to leverage IDeaS' tools, knowledge and resources in agreement with the Academic Partner Program Agreement
- Increase the visibility of IDeaS' solutions and services

ACADEMIC PARTNER BENEFITS

- Access to IDeaS' Academic Portal, a web-based repository of knowledge resources and tools
- Ability to differentiate revenue management academic curriculum by aligning with the market leader in hospitality pricing and revenue management
- Allow students hands-on time and exposure to the IDeaS pricing and revenue management software
- Access to IDeaS' resources, including guest speaking and mentoring opportunities during the academic calendar (subject to resource availability)

IDeaS Curriculum Material

- Introduction to revenue management, market segmentation, pricing and forecasting
- Revenue management and channel management best practices
- Strategy setting
- Supporting curriculum labs including forecasting, special events, optimization, pricing, system overrides, performance monitoring and the IDeaS mobile app
- Access to award-winning games including the Revenue Management Challenge and the Pricing System Challenge



*If interested in becoming an IDeaS Academic Partner,
please download the Expression of Interest Form on our website:
www.ideas.com/partners*