

# 30 YEARS

## Results **delivered.** Revenue **transformed.**

Discover greater profitability at **ideas.com.**



### 1989

Integrated Decisions & Systems (IDEaS) is founded by computer scientists **Dr. Ravi Mehrotra and Sanjay Nagalia**



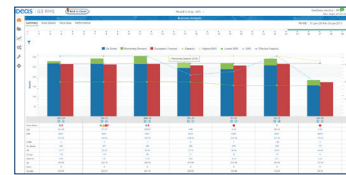
### 1995

IDEaS transitions from airlines to hotels and releases its breakthrough revenue management platform



### 2003

IDEaS delivers its flagship software-as-a-service solution, **IDEaS Revenue Management System (RMS)**



### 2009

IDEaS launches its groundbreaking **G3 RMS** solution leveraging advanced SAS analytics



### 2015

IDEaS expands its focus to the parking industry with **IDEaS Car Park RMS**

## IDEaS™

A SAS COMPANY

### 2019

IDEaS **celebrates 30 years** of innovation & revenue transformation

**Northwest Airlines** signs on as IDEaS' first client for airline revenue management

### 1990



IDEaS opens its Global Technology Center in Pune, India to help maintain 24/7/365 support

### 1998



Leading analytics organization **SAS** acquires IDEaS

### 2008



IDEaS goes mobile, making revenue management possible anytime, anywhere

### 2013



**IDEaS SmartSpace** pushes revenue management beyond the guest room to data-driven meetings & events profit optimization

### 2017

