

IDEaS and Cenium Partnership Delivers Modern Technology Platform for Total Hotel Revenue Optimization

IDEaS and Cenium's two-way data integration enables hoteliers to eliminate manual processes and increase operational effectiveness

MINNEAPOLIS—Sept. 15, 2020—IDEaS and Cenium announced today a product integration that enables guest data from Cenium's property management system (PMS) to automatically flow into IDEaS revenue management solutions. This partnership allows hotels and resorts to optimize revenue, gain control of the entire guest journey and make staff processes more efficient.

Cenium seamlessly integrates with IDEaS to provide a real-time transfer of reservations and group transactional data by room type. IDEaS will automatically transfer pricing and minimum length-of-stay controls to Cenium, eliminating manual processes and increasing operational effectiveness while maximizing profitability.

- **Eases selling strategies** – Easy upsell and cross-sell of innovative lodging solutions, conferences, meeting rooms and activities for one location or multi-property.
- **Total revenue optimization** – Cenium integrates PMS, sales and catering, as well as activities, tickets and rentals, hence the combined solution covers all revenue streams at any complex resort, at a single location or across multiple properties.
- **Highly configurable** – This fully configurable solution delivers flexible pricing, products and packages through an intuitive user interface. It can be tailored around specific guest categories, customers or groups and easily integrates with the finance system to provide hoteliers full financial control.

Michael Ramm Ostgaard, CEO, Cenium AS, said: “We are truly excited to partner with IDEaS, enabling further revenue optimization and operational effectiveness for our customers. Hospitality is all about partnerships. We at Cenium want to partner with the best and most relevant solution providers in the industry, so joining forces with the best revenue management provider is a great milestone for us.”

Dr. Ravi Mehrotra, president, founder and chief scientist, IDEaS, said: “We value technology partnerships and look to ensure our clients gain key benefits through our combined efforts to provide a modern

technology platform. With this integration, we are able to increase a hotel's operational effectiveness and maximize revenue performance."

About IDeaS

IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 14,000 clients in 140 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Cenium

Cenium is a hospitality tech company owned by the Strawberry Group, which also owns the Nordic Choice Hotels. Cenium provides a complete and versatile hospitality solution, covering PMS, sales & catering as well as activities, ticketing and rentals. This enables simple and versatile hospitality experience for guests and staff. For more information, visit cenium.com.