

## **IDEaS Introduces Channel Forecasting for G3 RMS, Delivering Pivotal Insights into Channel Demand and Costs**

*Industry-first Channel Forecast Dashboard will help hoteliers maximize the profitability of commercial strategies*

**MINNEAPOLIS**—June 23, 2022—IDEaS, a SAS company, the world’s leading provider of hospitality revenue management software and services, announced today an industry-first Channel Forecasting Dashboard for IDEaS [G3 Revenue Management System \(RMS\)](#), empowering more profitable decision-making across all channels.

Available to clients with channel costs loaded into G3 RMS, the Channel Forecast Dashboard provides hospitality organizations with an unrivaled ability to monitor and manage channel performance and costs to better understand the profitability of both direct and indirect business and report on and forecast net channel KPIs.

- **Commercial optimization** – IDEaS G3 RMS uses powerful analytics and reporting to reveal net-revenue-based insights, empowering hospitality organizations to optimize distribution and marketing strategies to attract and retain the most valuable guests.
- **Channel-demand forecasting** –The new dashboard delivers real-time insights to better understand and forecast future occupancy, costs, and net KPIs, by channel to aid in optimizing commercial strategies and tactics.
- **Performance tracking** – The customizable Channel Forecast and Business Insights dashboards in G3 RMS provide unprecedented visibility into channel and source data. Metrics can be viewed for past periods and forecasted for future periods. Metrics include net channel ADR, RevPAR, revenues, and costs.

**Sanjay Nagalia, co-founder, COO, CTO, IDEaS, said:** “Maintaining a well-oiled, proactive distribution strategy is crucial for hotels and resorts. Now’s the time for hoteliers to maximize channel performance, boost their profit potential and attract the most profitable guests, through direct distribution channels, leveraging data-driven commercial strategies. Channel forecasting for G3 RMS empowers IDEaS’ clients with a distinct competitive advantage as travel demand surges once again.”

### **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 18,000 clients in 145 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](https://ideas.com).