Media Contact:
Brooke Harrison
DIGITAL MARKETING & COMMUNICATIONS MANAGER
p: +61 7 5636 3755
brooke.harrison@ivvy.com

Press Release

iVvy Partners with IDeaS to Help Meetings and Event Venues Maximize Revenue

NEW YORK, NY (October 8 , 2018) –   iVvy Inc., the award-winning global Venue Management software company, has joined forces with IDeaS Revenue Solutions, the leading provider of revenue software and advisory services, to bring powerful meetings and events revenue management capabilities to iVvy clients.

Through the strategic integration between iVvy's end-to-end groups and events management technology and the Smart Space by IDeaS strategy tool, hotels and groups using the iVvy platform will have unparalleled visibility into group business trend data, business performance, and competitive positioning trends. Smart Space creates a connection between revenue managers and event sales managers, seamlessly pulling data from other sales tools to strategically manage meetings and event functions, allowing hoteliers to create ideal pricing scenarios to enhance strategic decisions, capture forecasts, and increase revenue.

iVvy CEO Lauren Hall explains, "We are always looking for ways to help our clients be more successful and adding the enhanced capabilities of Smart Space by IDeaS was an obvious complement to our unique solution. The need for hotel and event managers to understand the impact of group business is critical to profitability and efficiency. We're excited to see the potential of this partnership with IDeaS and look forward to pushing the technology — and our industry — even further."

This alliance comes at a time when iVvy is on a trajectory for unprecedented growth worldwide due to increasing demand for the intuitive, cloud-based venue management software. By piecing together an industry that's traditionally dominated by legacy sales & catering systems and fragmented processes, iVvy's platform is a connection and distribution engine for the meetings and events space, designed from the ground up to help venues yield their event spaces, drive revenue, increase efficiency and reduce capital costs. To date iVvy supports over 12,000 users in 13 countries, with plans to expand to 180 team members across Australia, North America, UK and South Africa.

"Being able to infuse revenue strategy into the events business is a game-changer," said Sanjay Nagalia, chief operating officer for IDeaS. "We are thrilled to partner with such a visionary company as iVvy and look forward to working together. We both share a deep commitment to innovation, and we are inspired by this collaboration."

Attendees and media are invited to meet with the iVvy team and view live demos at the upcoming HOTECH 2020 event hosted at Hotel ICON in Hong Kong on October 11 and at the Hotel Revenue Distribution Summit on October 16 and in the MICE hub at the ITB Asia Convention October 17-19, Marina Bay Sands, Singapore.

To learn more visit ivvy.com.

About IDeaS

With more than 1.6 million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software and advisory services. Powered by SAS® and with nearly three decades of experience, IDeaS proudly supports over 10,000 clients in 124 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDeaS empowers clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information about Smart Space by IDeaS, visit www.smartspacestrategy.com.

About iVvy

iVvy offers meeting planners the ability to search, compare, book and pay for function space, catering and group accommodations online, 24/7.

By providing conference centers, hotels, restaurants and cruise lines with an integrated revenue management and distribution platform, iVvy equips Venue Operators with the tools they need to manage inquiries on any device, anywhere. With enhanced reporting and analytics, Venues are provided with greater visibility over their business so they can yield their meetings & event spaces to maximise revenue.

With offices in 5 countries and a global team providing support 24 hours a day, iVvy's groundbreaking, cloud based software offers scalable solutions that tackle core issues faced by the travel, MICE and events industry, and continues to service the world's leading hospitality groups, major corporations, travel companies, government offices, associations, universities and nonprofits.

Unless indicated otherwise, all trademarks and service marks herein are trademarks of iVvy, Inc. or an affiliate thereof.