

FOR HOTELS RUNNING IDEAS

Keep IDeaS. Add the layer around the rate.

IDeaS decides the rate. Peaqlus is the analytics, decisions and reporting layer that runs alongside it — reading from your PMS independently. No migration, no conflict. Keep the pricing engine; add the daily decision work, the AI assistant, competitor reviews and AI visibility an RMS isn't built for.

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IF YOU RUN IDEAS

IDEaS prices the night. **The day still needs running.**

IDEaS is one of the strongest autonomous rate engines in the category — it forecasts demand and sets the rate per night, at scale. That decision is handled. But the rate is one move in a day full of others: the morning analysis, the decision record, the guest-score watch, whether AI assistants even mention you. That's the layer Peaqplus adds — without touching your pricing.

01

Pricing is handled

IDEaS forecasts demand and sets the rate autonomously. Keep it. Peaqplus doesn't try to out-price your RMS — it runs the analysis and the decisions around the rate.

02

The decision record

Every revenue call — a rate override, a stop-sell, a group accept — deserves a why. Peaqplus logs decisions with reason codes and anchors the discussion to the exact data row. An RMS isn't built to hold that conversation.

03

The plain-language view

Owners and GMs want the story, not the RMS console. The Executive Summary and Insight dashboards read in 30 seconds — the numbers the whole team can act on, not just the revenue manager.

04

The parts outside pricing

Competitor guest-score, and AI visibility — do ChatGPT, Claude, Perplexity and Gemini recommend your hotel? Ground a rate engine doesn't set out to cover.

THREE LAYERS ALONGSIDE THE RATE ENGINE

The analysis, the decisions, and the picture outside pricing.

01 The morning analysis — decision-integrated

Pickup by channel × segment × revenue type, Same Point YoY (week-position aware), and Time Machine — replay your on-the-books as of any past day — across a 9-dashboard Insight suite on your full PMS data. Every finding can become a logged decision with reason codes, and the Revenue Meeting walks a fixed weekly agenda through the dashboards. The analysis and the decisions in one place, not a separate console.

02 Pulse AI — your data, in plain language

Ask a question, get a chart + table + three suggested follow-ups. Save any question as a Pulse Routine and it emails you the answer daily, weekly or monthly. The Daily Briefing lands at 7 AM with two AI-written paragraphs on what to look at today. The conversational and scheduled AI layer — running alongside your pricing engine, on the same PMS data.

03 The commercial picture outside the rate

Competitor Reviews — where you stand on guest score against your compset. Discovery — a weekly measure of whether ChatGPT, Claude, Perplexity and Gemini recommend your hotel, plus a crawlable, AI-readable hotel page. And peer benchmarking (occupancy, ADR, RevPAR with MPI / ARI / RGI) included in the platform, not a separate market-data feed. The parts of the commercial picture a pricing engine leaves to others.

HOW THE TWO RUN TOGETHER

No migration. **No conflict.** Parallel install.

Both Peaqplus and IDEaS read from your PMS independently. They don't share data flows or require moving off one for the other. Adding Peaqplus is a parallel install — the pricing engine keeps doing its job while the team gains the layer around it.

RM The revenue manager works in both

Prices in IDEaS. Runs the morning analysis, logs the decisions, and leads the weekly Revenue Meeting in Peaqplus. Asks Pulse Chat the ad-hoc questions that would otherwise be an hour in Excel.

GM The GM and owner mostly work in Peaqplus

The plain-language dashboards, the Executive Summary, the Daily Briefing — the story of the business without opening the RMS. Competitor guest-score and AI visibility in the same place.

THE PEAQPLUS SCREENS YOU'LL OPEN MOST

- **Insight dashboards** — 9 pre-built views, each scannable in 30 seconds, with per-tile AI summaries
- **Pickup & Pace** — by channel, segment and revenue type, with Same Point YoY and Time Machine
- **Decisions + Revenue Meeting** — reason-coded audit trail and the fixed weekly agenda
- **Pulse Chat** — plain-language questions on your PMS data, saved as scheduled Routines
- **Competitor Reviews + Discovery** — guest score vs compset, and AI-assistant visibility

PRICING ALONGSIDE IDEAS

From €109/month — no rip-and-replace.

Peaqlus starts at €109/month for BI Core, published transparently on the pricing page. It's an add-on layer, not a replacement — keep IDeaS for pricing, add Peaqlus for the analysis, decisions and AI around it. It reads from your PMS with no impact on your rate engine.

The layer you add — on top of BI Core (from €109/mo)

Pulse AI — conversational + scheduled AI	€49 / mo	Competitor Rate Intelligence — rates + guest reviews	€59 / mo
Discovery — AI-visibility (AEO / GEO)	€49 / mo		

Multi-property management is included in every tier. Decisions, Revenue Meeting and the Insight dashboards are part of the BI core. Intro pricing on the add-ons.

See it alongside your IDeaS setup.

A 45–60 minute walkthrough on a simulated property with data that moves day to day. We show the analytics, decision and AI layer that runs next to a pricing engine — and how a parallel install works. Keep IDeaS; see what Peaqlus adds.

sales@peaqlus.com