

Rainmaker selects OTA Insight as strategic partner for rate intelligence

Top hospitality technology platforms join forces to offer market-leading rate intelligence solution

LONDON and ALPHARETTA, GA – Jan. 24 2019 – [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, and [The Rainmaker Group](#), a leading provider of cloud-based hospitality revenue and profit optimization software, today announced a new strategic partnership.

Rainmaker's decision to partner with OTA Insight was made in order to empower their customers with the industry's leading rate shopping and market intelligence provider, Rate Insight. Through this partnership, OTA Insight will offer Rainmaker's revcaster® customers a fast-track migration to Rate Insight, providing them with additional product flexibility, features, data analytics, stability and support.

Users of Rainmaker's core products – guestrev®, grouprev®, and revintel® – will also soon begin to see many of these enhancements provided by Rate Insight within the Rainmaker platform, as this collaboration will also enable to strengthen the integration that exists today.

“OTA Insight has proven to provide market leading rate intelligence solutions with top-quality user experience, data integrity and customer service,” said Mike Cowles, CEO of Rainmaker. “We spent a lot of time researching the market and listening to our customers to find the right partner and we can confidently say that OTA Insight is best in class. As Rainmaker continues to scale, this transition will enable us to now focus solely on our core products which deliver industry-leading revenue and profit optimization solutions to our customers.”

“We are honored to have the opportunity to serve revcaster customers and introduce them to our Rate Insight solution” said Sean Fitzpatrick, CEO of OTA Insight. “We know this is a major decision for Rainmaker and are delighted to be chosen as their strategic market intelligence partner.”

Rainmaker and OTA Insight have designed a simplified process to migrate revcaster® customers over to the Rate Insight platform with minimal disruption to service levels. This will allow customers to retain their current benefits and take advantage of the additional capabilities of the Rate Insight solution.

OTA Insight serves single properties and multi-property groups, allowing clients to make smarter pricing and distribution decisions. Current customers include Accor, Radisson Hotel Group, Best Western Hotels and Resorts, Hilton Hotels, Wyndham Hotel Group, Choice Hotels, Preferred Hotels & Resorts Aimbridge hospitality, Kimpton Hotels, Concord Hospitality, Westmont Hospitality Group, Pacifica Hotels, Dimension Development Company, Noble Hotels & Resorts and many others.

For more information on OTA Insight, please visit www.otainsight.com.

For more information on Rainmaker, please visit www.LetItRain.com.

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About OTA Insight

OTA Insight empowers hoteliers to make smarter revenue and distribution decisions through its market-leading suite of cloud-based business intelligence solutions including Rate Insight, Parity Insight and Revenue Insight. With live updates, 24/7 support from our customer success team, and a highly-intuitive and customizable dashboard, the OTA Insight platform integrates with other industry tools

OTA Insight

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including hotel property management systems, leading revenue management systems and data benchmarking providers. OTA Insight's team of international experts are based all over the world, including the UK, US, France, Germany, Belgium, Spain, Italy, Brazil, Mexico, Singapore, Australia and India, and supports more than 40,000 properties in 168 countries. Ranked one of 10 “Ones to Watch” in the Sunday Times Tech Track 100, OTA Insight is widely recognized as a leader in hospitality business intelligence. For more information, [visit www.otainsight.com](http://www.otainsight.com) and follow us on Twitter @otainsight.

About Rainmaker

Headquartered in Alpharetta, Georgia, Rainmaker is the premier provider of profit optimization and demand-cycle solutions to the hospitality and multifamily housing industries. Since its founding in 1998, the company has focused solely on delivering the highest revenue returns possible through the development and cultivation of a suite of products and consulting services designed to streamline operational efficiencies, enhance revenue optimization processes, improve lead performance and generate greater demand. Recognized as one of the top privately held companies in the United States, Rainmaker has been named to Inc. 5000's Fastest Growing Privately Held Companies for the last five years and was named to the Atlanta Business Chronicle's List of the 100 Fastest Growing Companies in Atlanta. To learn more about Rainmaker and its suite of profit and demand optimization solutions, please visit <http://www.LetItRain.com>,

OTA Insight

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