

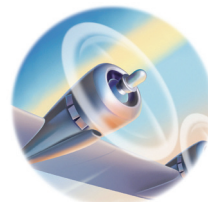


2015 Aviator Revenue Management



AVIATOR

MORE REVENUE FROM EVERY FLIGHT





Revenue Management with Aviator

Good revenue management will create thousands of small revenue gains for your airline—which add up to a significant and ongoing increase.

Aviator revenue management software works in harmony with your inventory system to generate extra passenger revenue on each flight. The fact is, your flight analysts already control each flight's inventory—the seats available at every price on each of your flights. If they have an easy to use tool such as Aviator at their disposal, they can exercise optimal inventory control, allowing you to gain the maximum revenue. On the other hand, poor inventory control (that is, control based on guesswork and past practices only) can cause significant revenue damage. Obviously, smart revenue management can have a great impact on your airline's revenues, since it controls the availability of your prices in the marketplace.

The concepts behind Aviator are proven, reliable, and have been used by major airlines for many years. Aviator will be used by your flight analysts to super-charge and automate the inventory control process, resulting in higher average fares per passenger on your high-demand flights, and higher loads on your low-demand flights. Typically our customers find that Aviator, in partnership with your revenue management team, boosts revenues by between 7% and 15%.

Aviator will help you perform three main tasks:

- ▶ **Optimise:** Your inventory system will send daily data to Aviator on the sales and inventory settings of each individual future flight. Aviator then re-forecasts and optimises each flight, automatically updating the inventory settings on your live inventory system. This optimisation process maximises flight revenues and is repeated daily for each flight and date.

- ▶ **Forecast:** Aviator takes advantage of a huge amount of class-by-class, segment-related sales data to create powerful and accurate forecasts of upcoming demand.
- ▶ **Report:** Aviator puts your airline's inventory data at your fingertips. Choose from a large range of reports, all designed to give you the edge on your competition. Specific detailed reports are perfectly designed to help flight analysts work effectively.

JUST ONE EXAMPLE OF WHAT AVIATOR COULD BE DOING FOR YOU.

Assume flights are now managed by your flight controllers according to demand groupings. For a specific route, some standard inventory settings will be used for low-demand days, a different set for medium-demand days, and yet another for high-demand days.

By tracking demand and sales for each flight, Aviator may detect a slight dip in demand on a single, medium-demand flight. By making modest changes to the inventory settings, loads can be improved so that revenues are increased by over ten percent, when compared to those achieved through standard settings.

Alternatively, Aviator may detect a slight increase in demand on a single flight. Aviator can then optimise the inventory settings and create an extra fifteen percent of revenue by selling a greater proportion of high fares on the flight.



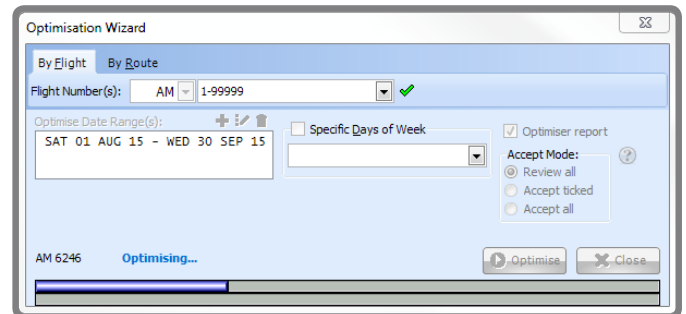
Revenue Optimisation with Aviator

Optimisation is the key to increasing revenues

With Aviator Revenue Optimisation, flight inventory controls are set to ensure they will create the maximum revenue possible. On a low-demand flight, optimisation might mean offering more seats at a discount, in order to increase revenues through increased sales. On a high-demand flight, optimisation might mean reducing the number of discounted seats available, in order to achieve higher revenues through yield increases.

Aviator tracks every single flight, every single day, and individually re-assesses and modifies the inventory settings. It's like having a revenue "auto-pilot" on your flight—ensuring that the flight will deliver the highest revenue under any circumstances.

Since no two airlines are the same, Aviator offers a suite of optimisation options for your airline, including models that track your competitors' pricing and responds automatically. We will work with



you prior to Aviator installation to select and configure the Optimiser modules so that they will bring the most success to your airline.

Flight revenue optimisation is the most popular revenue management strategy—and no wonder. Many airlines increase revenues by seven percent through optimisation, while some Aviator clients have achieved more than double that increase.





Flight Forecasting with Aviator

An accurate forecast of the final demand for each future flight is information that is worth a fortune—if used wisely.

Forecasts of final demand are critical to revenue management success. Aviator takes advantage of its huge pool of class-by-class, segment-related sales data to create powerful and accurate forecasts of upcoming demand. Historic booking patterns are blended with current sales activity (and local factors such as special events) to create accurate, real-world forecasts. Complex, unconstraining logic is handled automatically.

Forecasts are created for each future flight, in relation to the flight's origin and destination, day of the week, and time of day. These forecasts are fed into optimisation logic to ensure that inventory controls maximise revenue. Additionally, the same forecasts are available in Aviator Reports, so that your analysts can view upcoming flights and see the forecast peaks and troughs.

Aviator forecasting is highly automated, so that new flight numbers and revised schedules can be handled

without any manual intervention. Analysts can also influence the forecasts by adding extra information about ad-hoc events or upcoming marketplace changes. These user-friendly capabilities that combine system forecasts with local user knowledge create what might be called “the ultimate forecast.”





Reporting with Aviator

Fast, essential, easy-to-use information at your fingertips.

Aviator provides a suite of reports and graphs all designed to help Revenue Management analysts increase revenue on flights. Report groups include inventory, booking pace, forecast, groups, low fares, competitive fares, post-departure and load, plus revenue estimates. These reports and graphs are made available through the highly-flexible Report Wizard, which allows flight analysts to view data by flight number, flight ranges, route—or for the whole network at once. It is easy to look at past or future flights for seats sold, revenue estimates, load factors, yields, inventory settings and more.

In addition, summary reports are just what management needs to make meaningful decisions regarding future strategies for sales, finance, marketing, and scheduling. Summary reports can

look at specific routes, or the entire network, and summarise performance by week or by month. In an instant, senior management are able to track demand and revenue estimates for the coming weeks and months. Key performance indicators such as load factors, estimated revenues, RPKs and ASKs are made easily available.

