

COVID-19

Revenue Management in the COVID World

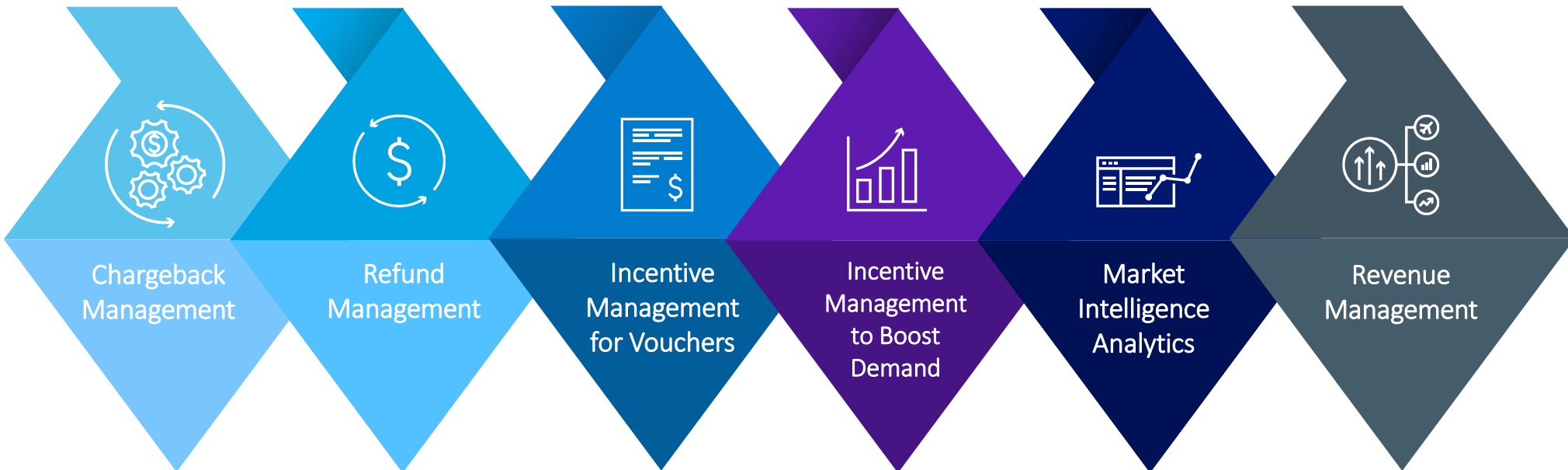
July 2020

accelya



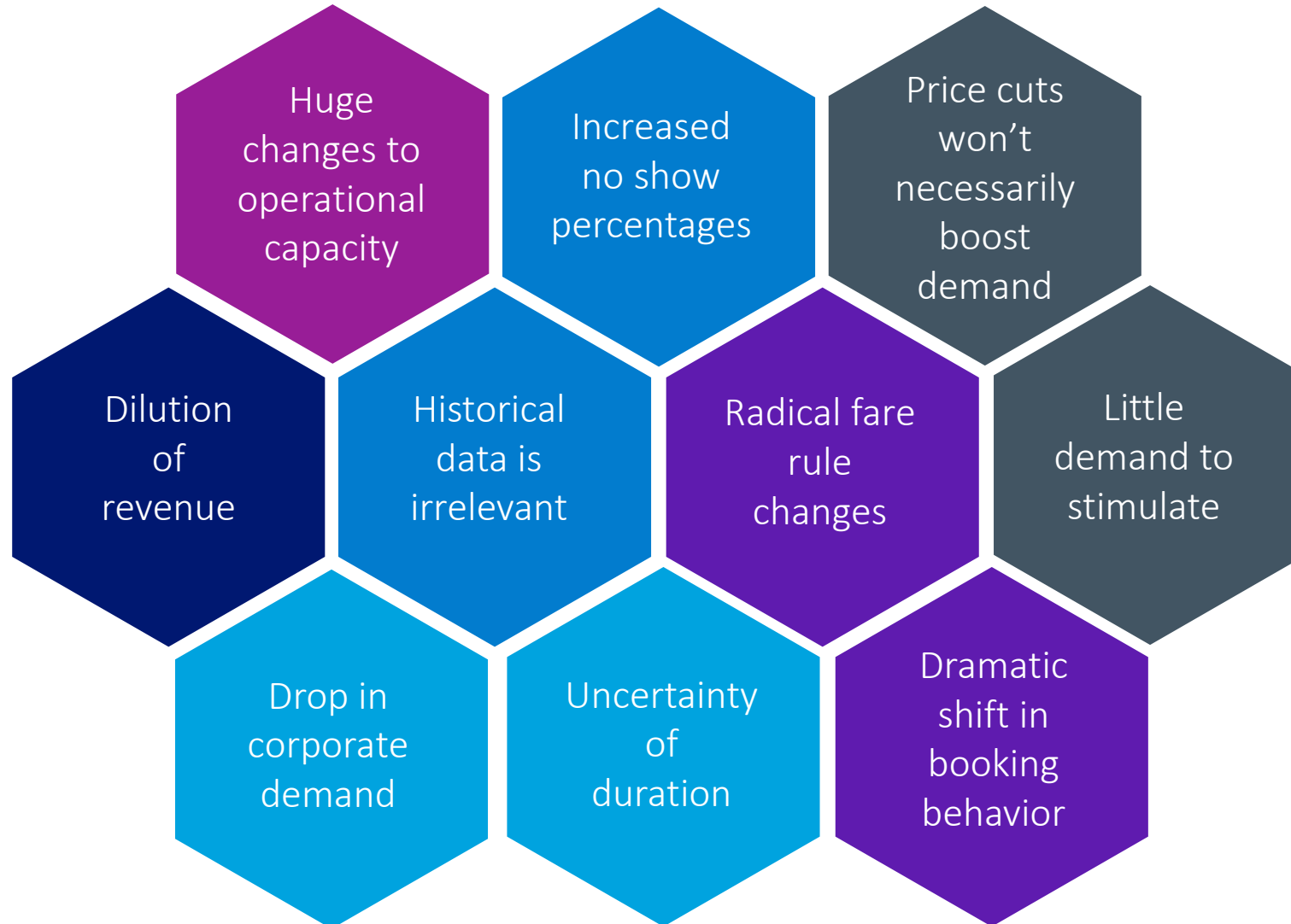
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Response Enablement Center



COVID-19

Impact on Revenue Management



Accelya Revenue Management

#1 Global Provider

100+ Customers



+28% growth in 2019

Empowering RM teams to profitably action minute by minute changes in demand across all markets



STOP FIGHTING THE FORECAST

10 full-service carriers
onboarded on airRM over
the last 2 years

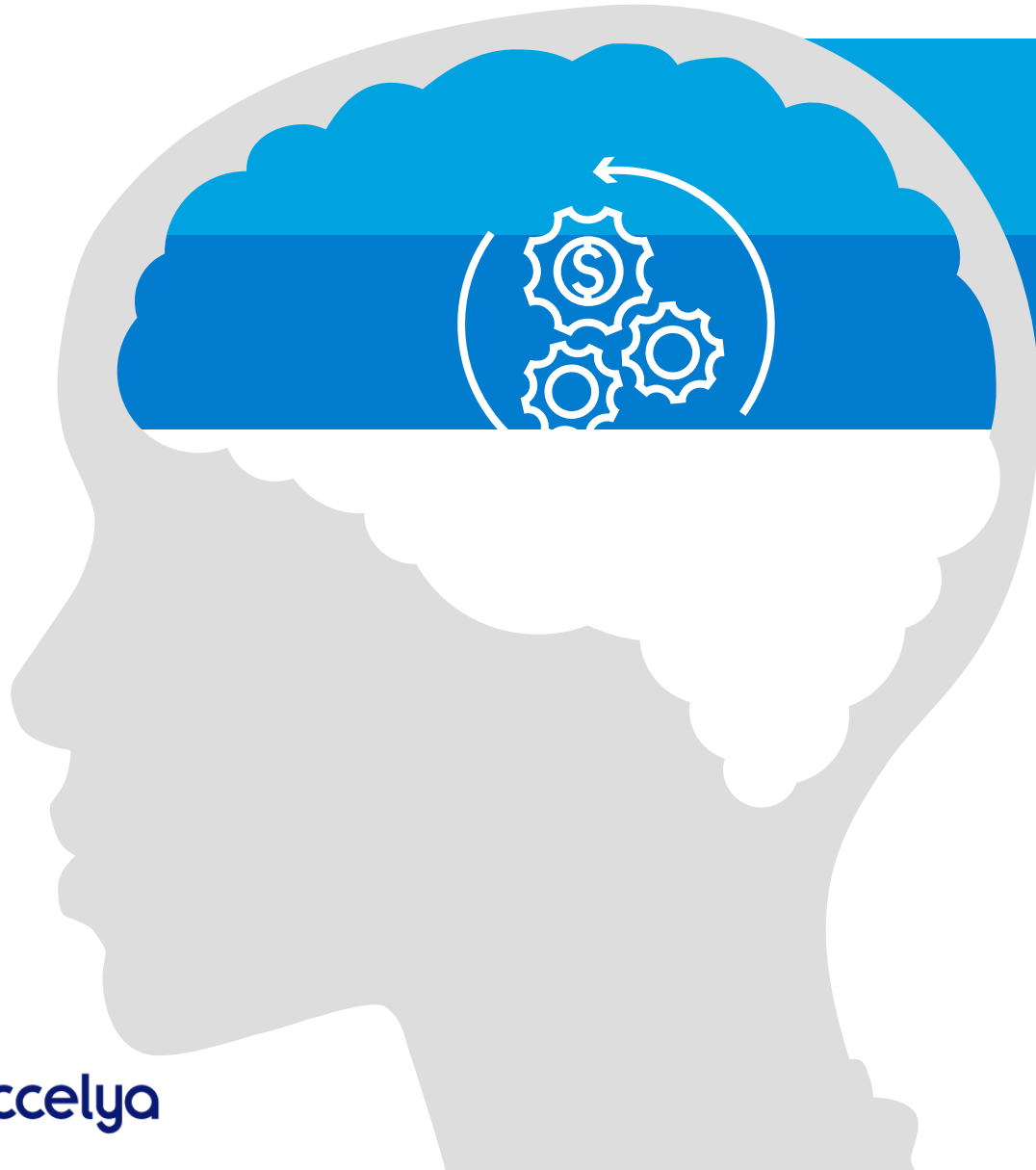
First Alternative to Forecast



01 Overview

Manipulate one or 000's of flights
with 1 or 2 clicks of a mouse
based on 00's of KPIs

Second Alternative to Forecast

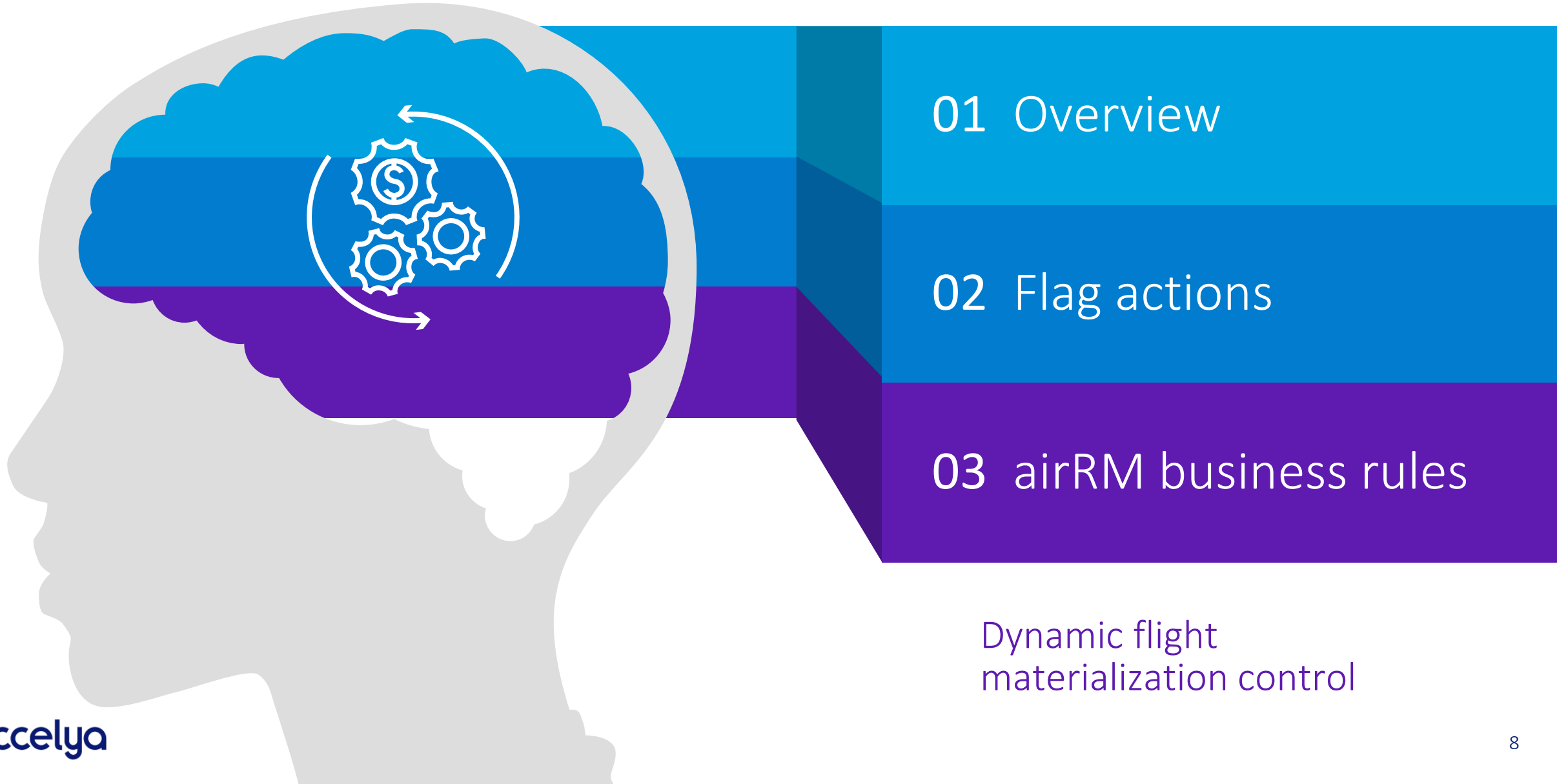


01 Overview

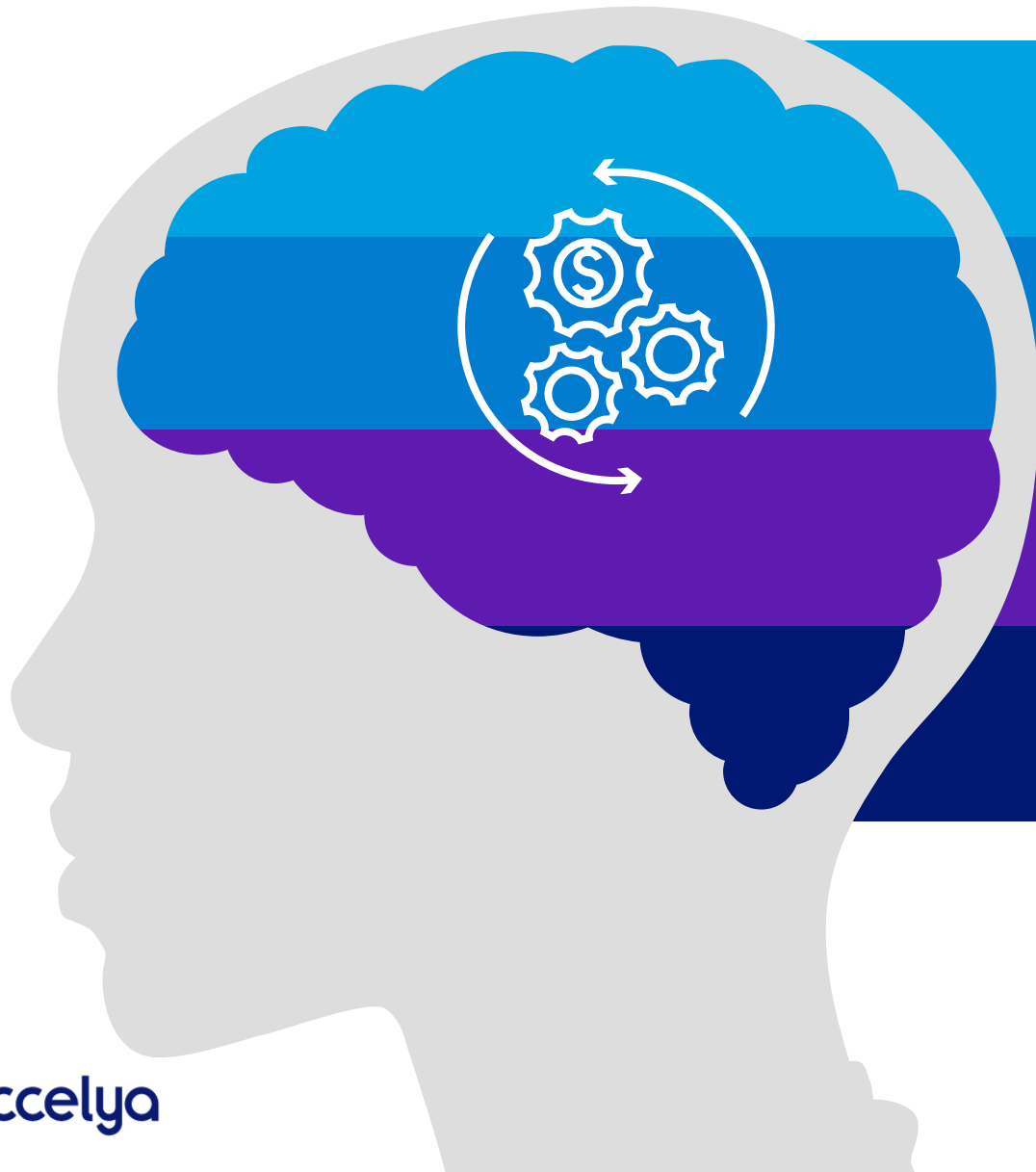
02 Flag actions

- Automated competitive fare response actions
- Automated demand rule controls
- Capacity management actions
- Real-time response actions

Third Alternative to Forecast



When the World Returns to Normal...



01 Overview

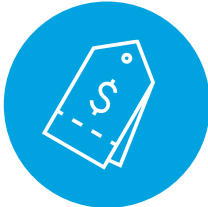
02 Flag actions

03 airRM business rules

04 Traditional and hybrid
forecast optimization

More Data Sources than *any* Other Revenue Management System

airRM integrates daily capture and records of



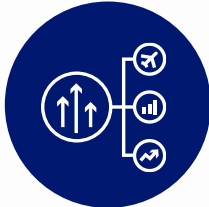
Competitive
Fares



Web Analytics
OTA Data



Market Capacity
Data



Detailed Ancillary
Data



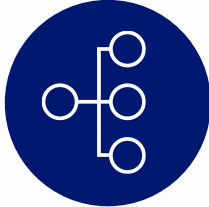
Revenue Integrity
Revenue Accounting



Tour Operator
Sales



Event Data



Airlines'
Complementary Data

Take-aways for this Challenging Time of Airline Passenger Demand

Seek out real alternatives to traditional revenue management system forecasts



Take advantage of multiple KPIs and data sources to make informed decisions

Flexibility defines airRM

Thank you