The big reset: rebuilding a profitable network

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Facing an unprecedented crisis

- Unreliable data
- Rigid data models
- Evolving customer behavior and expectations
- Travel restrictions
Raising many questions

How do I restart my airline’s operations and where do I begin?

How am I going to forecast demand moving forward?

What models and scenarios do I use?

How do I rebuild my network and optimize revenues?

What network, pricing, demand management strategies to be followed?
Science, technology and data: key for recovery

Network planning
Clean-sheet scheduling
Revenue management
Active forecast adjustment
Dynamic pricing
Real-time market conditions and context

Accurate, new data is more important than ever.
Four phases to airline recovery

1. Restart
   - Restrictions: High
   - Airline operations:
     - Limited routes, capacity and schedules
     - Different rates for different countries

2. Discovery
   - Restrictions: Medium-high
   - Airline operations:
     - More routes added to networks
     - Bilateral travel corridor negotiations

3. Ramp-up
   - Restrictions: Medium
   - Airline operations:
     - Capacity increases across networks
     - Connections increase

4. New normal
   - Restrictions: Low
   - Airline operations:
     - Airlines adapt to post-COVID-19 landscape
Leverage our cutting-edge technology and our people’s expertise

Applying to the offer optimization value chain

- Merchandising
- Shopping
- Dynamic Pricing
- Revenue Management & Availability
- Network & Schedule Planning
- Customer Choice Modeling

Offer matching traveler needs!

SIMPLE AGILE OPEN

...to emerge stronger
Additional resources

Blog posts
• Exploring the airline industry’s great unsolved problem: airline scheduling
• The big reset: four phases to airline revenue management strategy planning

White paper
• Airline scheduling: 7 exciting developments revolutionizing flight scheduling

Amadeus.com
• Airlines revenue optimization

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Thank you!