

HORIZON FARES MANAGEMENT

FARES DECISION MAKING AND DISTRIBUTION

An airline's fares are a strategic tool to manage competitiveness and profitability. Fares management is an important business process and an opportunity for airlines to maximize yield and improve revenues. The right tools enable airlines to adapt quickly to changing market conditions. Good decisions make for good pricing.

ISSUES

Correct fare distribution

Do all of your approved fares go to the right customers at the agreed price, with the right rules applied?

Competitive fares

Competitor fares are frequently changing across multiple channels. Is it increasingly difficult comparing their fares to yours?

Fares system integration

The cost and complexity of pricing activity is increasing and time to get fares into the market is decreasing. Is a lack of systems integration making it difficult for you to respond quickly?

SOLUTION

- Includes a trading partner database to ensure security coding is correct for electronic distribution.
- Workflow tools ensure that fares and conditions that are approved are the same as those that are filed.
- Monitors and analyzes public ATPCO and SITA fare filings as soon as they are published.
- Quickly analyzes competitor activity and recommends which fares to change.
- Offers a comprehensive fare database containing current and historical data on both the airline's and competitor fares.

BENEFITS

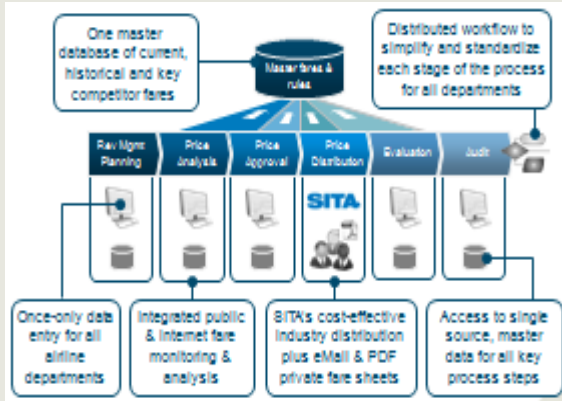
- Confidence that the fares and rules that have been agreed with an agency or a corporate customer are delivered.
- You will always have competitive fares in key markets.
- Increased automation simplifies the end-to-end fares management process.
- No double entry of data and validated data entry enables a faster error-free process.
- Company strategy and policy can be enforced and controlled.
- Your pricing speed to market increases.

Industry studies indicate correct pricing can contribute **3-10%** to overall revenues



Create success. Together

HOW DOES IT WORK?



This diagram shows the basic process followed by an airline for fares management and distribution. Airlines of all sizes and shapes worldwide have a core business process similar to this example.

SOLUTION COMPONENTS

Workflow components:

- A configurable managed workflow that enables mandatory tasks to be conducted by the correct review levels.
- A queue process lets users see proposals to action.
- View of cat 25 'fare-by-rule' to see where fares are derived
- Edit of cat 25 'fare-by-rule' to see what effect editing has prior to filing.
- Supports different business processes, strategies and governance models.

Fares and rules query:

- Users can monitor fares in the market, what has changed and can also see rules, footnotes, add-ons, Internet fares and GDS bookings to view market share information.
- Offers cutover support and business process analysis.
- Includes an annual on-site audit of fares management practices and system utilization.

Trading partner database:

- Stores contact information for agents for correct distribution. Can be edited to ensure accurate information is available.

CASE STUDY

It is 2pm Friday afternoon and there has been heavy competitive pricing activity all morning.

Your airline needs to respond to pricing in thirty different markets for three different competitors. This will require a number of rule and footnote changes.

Without Horizon Fares Management it would be a challenge to get any of these fares filed and distributed before Monday.

With the Horizon Fares Management solution though, the changes can be made and loaded in a couple of hours so your airline is competitive over the weekend.

For more information please contact us at info@sita.aero