



Altéa Revenue Management combines innovative forecasting techniques with real-time data exchange to ensure consistency of business decisions and maximised revenues at all times.

Optimal revenue management is critical in today's challenging business environment. To maximise profitability you need to make informed decisions which are accurately reflected in all your distribution channels.

Maximum revenues – now and in the future

To achieve this, you need a revenue management system that is sophisticated, yet simple to use. A solution that really delivers on all its promises of revenue increases, thanks to **full integration with all your Altéa solutions** – especially Inventory, Reservation and e-Commerce.

Altéa Revenue Management is an innovative and intelligent, yet intuitive, revenue management system specifically designed to meet – and even exceed – the needs of airlines **of all sizes, all around the world.**

Choose Altéa Revenue Management and you can rely on **expert Amadeus support** before, during and after its implementation. What's more, it will deliver an immediate impact.

You can benefit from:

- › Maximised revenues for increased profitability;
- › Optimal analyst productivity and effectiveness;
- › Complete data integrity and consistency of yields;
- › Improved Return on Investment;
- › Leading edge revenue management expertise.

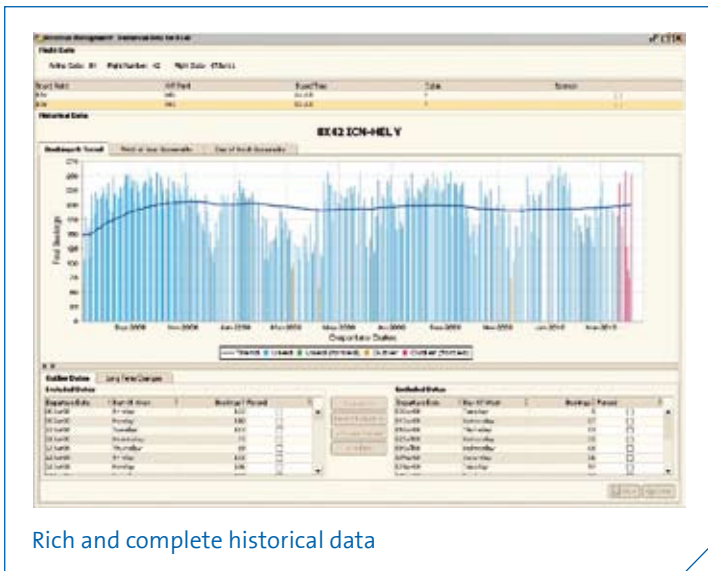
With Altéa Revenue Management, you can:

- › React quickly to changes in a fast-evolving travel market;
- › Reliably and accurately forecast demand;
- › Defend profitability at all times;
- › Minimise denied boarding and avoid spoiled seats;
- › Consider the bigger picture (points of sale, network, etc).

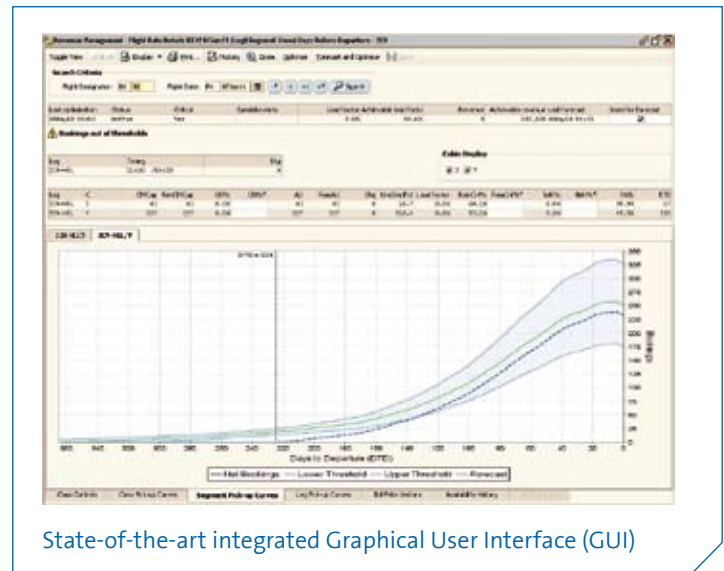
Sophisticated, future-proof techniques

Altéa Revenue Management uses a combination of proven algorithms and future-proof techniques to forecast and optimise revenues based on a precise set of rich and complete historical data. Using the **latest algorithms** ensures that the resulting forecast and optimisation **accurately estimate the demand** and determine the most profitable seat allocation.

You can easily adapt your forecast to match market events, and can also apply different optimisation policies and user over-rides based on the expertise of your analyst. This functionality can be significantly enhanced by the powerful set of reports created within the solution's Analysis Dashboards module.



Rich and complete historical data



State-of-the-art integrated Graphical User Interface (GUI)

Forecaster & Optimiser

The Altéa Revenue Management solution comprises two main modules:

- > **Forecaster** – forecasts demand, taking into account factors such as trends, seasonality and special events;
- > **Optimiser** – recommends inventory controls to optimise revenues, including factors like aircraft configurations, demand, cancellations and overbooking policy.

There are also two optional modules:

- > **Q-Forecasting** – enables you to avoid the spiral down effect;
- > **Analysis Dashboards** – a powerful set of reports to aid decision making.

Integrated for optimal effect

Altéa Revenue Management is perfectly complemented by the following products and options:

- > **Revenue Availability** – real-time origin & destination (O&D) calculation capabilities for Altéa Inventory;
- > **Active Valuation** – adds dynamic pricing capabilities to Revenue Availability with the usage of customer and itinerary data;
- > **Altéa Full Dynamic Availability** – provides 100% Polling, meaning exact availability to all Amadeus distribution products, including the Amadeus Shopping tools;
- > **Yield Generation and Yield Watcher** – offers advanced capacity to calculate precise yields and monitor discrepancies, allowing you to take full advantage of co-ordinated pricing and revenue management.
- > **Altéa Group Negotiator** – supports the analyst in the group quotation process by providing a user-friendly Interface and a set of business rules to optimally quote the price for a group request.

Key benefits at a glance

Maximised revenues – counter spiral down effects with Q-Forecasting, plus the availability of highly accurate demand forecasting and multiple advanced overbooking methods.

Optimal analyst effectiveness – via an intuitive GUI for maximum ease of use and functionality that enables the user to simulate the effect of their work before loading it to production.

Complete data integrity – Full integration with Altéa Inventory ensures consistency in price elasticity and yields, eliminating issues with data aggregation, data transfer or data integration between multiple vendor systems.

Improved return on investment – Altéa Revenue Management is easy to deploy, fully hosted in our world-class data centre and defined in a pay-as-you-use model.

Leading edge revenue management expertise – with dedicated operational research teams, the most up-to-date revenue management thinking incorporated into the solution, plus ongoing potential for innovation.

Trusted technology partner

As the global airline industry's leading technology partner, Amadeus is committed to helping you overcome your biggest business challenges by continuing to provide innovative and advanced integrated solutions.

Amadeus Consulting teams can help you maximise your revenue management practice with benchmarks, calibrations and business processes reengineering.

Find out more

For further information, visit www.amadeus.com/airlineIT or speak to your Amadeus Account Manager today.

AMADEUS
Your technology partner