

# Amadeus

## Availability Management

Distribution & Content

Amadeus Availability Management is an advanced tool designed to maximise revenue by exploiting the potential of your distribution through Amadeus. It enables you to differentiate your offer in line with your customer and market segmentation via agents' displays. By applying revenue management controls at the channel level, you can tailor availability information to individual points-of-sale.



For us, Amadeus Availability Management is a good way of implementing a partial O&D/Point-of-Sale control without having yet implemented a full O&D revenue management system

**Sergio Mendoza**

Distribution and Revenue Management Director, Lan Airlines

### Customise your offer based on who is selling

If you have preferred partnership with particular agents, using Amadeus Availability Management you can provide them with preferential availability. Alternatively, you can promote your offer through higher value markets and channels, optimising bookings in key markets that result in higher revenues for you.

### Prevent and counter travel agency abuse

As well as rewarding the high yield, more productive agents, Amadeus Availability Management also enables you to counter abuse of the system. For example, if you have identified habitual or repeated system abuse, or a source of unproductive bookings, you could apply controls to temporarily remove an agent's booking privileges and/or limit his ability to view your offer.

This is done using a simple set of rules managed directly in our system. The flexibility of the system means that you can adjust or suppress specific classes or their posting levels for any given point-of-sale. The rules have an immediate impact on both neutral and carrier preferred displays (if you support them) and their effect is totally transparent to agents.

### Manage polling to your advantage

Not only can Amadeus Availability Management be used as a stand-alone tool to control distribution of your inventory at the channel level, but it can also serve as a perfect complement to Amadeus Dynamic Availability for the purpose of 'selective polling', determining the circumstances in which our system should poll your inventory (rather than polling it every time).

You can create rules, for instance, to be polled only for flights that reach a certain load factor threshold. Or you could choose to apply polling only for certain classes or certain number of days before departure, or for requests coming from certain markets. Your options are endless.

### Use every opportunity to charge the highest fares

Amadeus Availability Management helps to ensure that seats are sold in the right place and at the right time to maximise yield and grow revenue streams from your most profitable agents, channels and markets. The speed with which rules can be deployed and changed allows you to adapt fast to a rapidly developing marketplace.

Simple to implement, with no special technical requirements, this is a valuable tool that can make a big difference to your business.

**amadeus**  
Your technology partner

## With Amadeus Availability Management you can:

- > Create and manage rules directly in our system\*
- > Open up or suppress booking classes or availability posting levels
- > Apply rules to specific points-of-sale, markets or the itinerary requested
- > Define your own rules based on your own market and customer segment specifications
- > Apply restrictions on travel agency's access to inventory
- > Create and manage rules for the purpose of 'selective polling'
- > Instantly deploy new rules, or edit existing rules in line with changing market requirements

\*graphical user interface is under development

## Technical requirements

Amadeus Availability Management can be applied with no special technical requirements other than access to the Amadeus system

## Lan Airlines & Amadeus

"We have cases where we apply class suppression rules based on flights, territory and a range of dates; we find this tool very useful because it has allowed us to optimise revenue in specific territories. As we do not support seamless connectivity we use the tool to apply rules directly in Amadeus, based on recommendations from our Revenue Management processes.

We are using this tool on quite a large scale in order to inhibit low yield bookings in favour of high yield bookings from other territories. We analyse weekly transactions versus bookings made by different territories and we then apply rules in order to restrict specific territories from seeing and booking our product, favouring those territories that produce higher yields.

This is a good way of implementing a partial O&D/Point-of-Sale control without having yet implemented a full O&D revenue management system".

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Distribution and Revenue Management Director, Lan Airlines

To better differentiate your offer in Amadeus,  
call your account manager today or go to

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