

Amadeus Information Data Analysis (MIDAS)

Business Management

Do you want comprehensive, precise, ready to use business intelligence? Data that can be shared easily between departments? Information that gives your sales, marketing, yield management, route planning and scheduling personnel access to vital information? Amadeus Information Data Analysis (MIDAS) powered by DOB Systems offers you all that and more.



Amadeus Information Data Analysis (MIDAS) is powered by DOB Systems, the world's most experienced providers of Marketing Information Data processing and analysis for the airline industry. For more than 20 years, DOB Systems has pioneered the processing and analysis of MIDT, providing clients with accurate, flexible and timely competitive information.

Data feeds from all GDSs

The world at your fingertips! Competitive information concerning sales, marketing, planning and scheduling gives you a penetrating insight into the operations of every airline and travel agency in every market. Data feeds from all GDSs are processed by DOB Systems and fed into the server-based display tool called Amadeus Information Data Analysis (MIDAS).

If you already have an efficient analysis tool, you may be interested in Amadeus Business Intelligence processed or raw data as a stand-alone solution.

All you need is an internet browser!

Amadeus Information Data Analysis (MIDAS), powered by DOB Systems, is completely internet based. A browser lets you access several years of MIDT data. It is a powerful, user-friendly and effective analysis tool designed to assist a number of business areas in your airline - from sales and marketing, to planning, scheduling and yield management.

Quickly and easily analyse crucial information, including trip segments, airlines, class of service, flight numbers as

well as departure and arrival times for O&Ds through any combination of airports, cities, or regions. With only your internet browser, access the full range of market information which is maintained online by DOB Systems.

Why incur the cost of storing or maintaining such a huge data load yourself when you don't even need special software, just an internet connection and a password. Log in, create and submit a query, and in minutes you will be viewing detailed reports.

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Market Seat Share (MSS)

Market Seat Share, a more robust version of Quality of Service Index (QSI), provides a market performance benchmark that calculates the total number of seats by airline in a particular market and then displays its seat share as a percentage of the total.

MSS begins by determining the number of seats each airline has available in each market. Once the total number of seats is known, that

seat count is 'calibrated' to take into account the functioning of the various yield management systems and customer preferences for departure times, airports, connections, and so forth. This calibration is called the Preference Factor. Unlike most QSI systems, this calibration step is an integral part of the response to ever changing market conditions.



Amadeus Information Data Analysis (MIDAS) lets you:

- > monitor your performance against the market
- > measure the impact of new entrants
- > measure the impact of code shares
- > evaluate the real potential and risks before entering new markets
- > target incentives effectively
- > look at (and evaluate) O&D traffic flows

Zoom into what you need to know:

- > **Sales Focus** - enables sales representatives and managers to target agencies and markets with the greatest revenue potential. Trending analysis and market performance benchmarks reveal performance fluctuations and expose lagging market shares.
- > **Market Focus** - allows planning and scheduling personnel to comprehend flows of traffic in the context of their business areas and helps identify new network, scheduling, airline alliance, and code-share opportunities.
- > **Route Focus** - offers basically the same product as Market Focus, but it analyses Route Data instead of point-of-sale information.

Amadeus Information Data Analysis (MIDAS) powered by DOB Systems offers you comprehensive, precise, processed and analysed data.

With only an internet browser you have instant access to crucial information for your various business areas.

Make well informed decisions with invaluable and critical information of the activities of every travel agency and carrier in every market worldwide.

Do something different today!

Get the road map for your airline's growth and call your Amadeus Travel Intelligence Consultant today:

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