

Amadeus Married Segment Control complements all the other Amadeus revenue maximisation tools to help you ensure that any revenue management decision you have taken at the time of availability is enforced throughout the booking process. It prevents agents bypassing availability controls based on origin and destination (O&D) information and improves both load factors and the accuracy of your revenue forecasting as a result.



Applying married segment control is critical to ensure TACA's O&D revenue gains are not left exposed to O&D abuse

Fernando Lara
Distribution Manager, TACA

Ensure that revenue forecasts match with final revenue

If you base your availability decisions on O&D information you need to protect your airline against agents who may be trying to avoid those O&D controls, by making bookings in connection purely to obtain availability for your short-haul flights. This behaviour can have a negative impact on your network operations: not only reducing your actual revenue, but also rendering your future O&D revenue forecasts unreliable.

By using Amadeus Married Segment Control, you can link two or more connecting flight segments and ensure that they are treated as a single unit for the entire existence of the booking record. As a result, you will prevent O&D abuse by agents and make sure connecting bookings translate into real connecting passengers.

Flexible implementation to suit your system

Depending on your internal system capabilities, you can deploy Amadeus Married Segment Control in two ways:

- > via **non-interactive channel based controls** directly in our system
- > or **using MSC interactively** on the basis of instruction from your inventory system.

Once the marriage rules are established, they apply at the time of sell, cancellation or rebook transactions by agents.

Ensure agents sell in the manner intended

The 'interactive' version of Amadeus Married Segment Control can also work effectively in conjunction with your internal systems to help you enforce reservation and pricing restrictions in bookings. It accepts literally any type of real-time marriage scenario, it is reliable because the controls are enforced immediately – prior to the end of transaction, it can be applied for any connections regardless of their Maximum Ground Time restrictions and for any number of flights segments in a PNR and even in case of a marriage of flights returning to the same point (so-called 'loops').

With Amadeus Married Segment Control you can:

- > Apply **non-interactive channel based controls** to 'marry' flights using any of the following processing options:
 - online connection
 - traffic restrictions
 - long haul availability
- > Apply **MSC controls interactively** based on your system recommendations

Technical requirements

- > Channel based MSC: no prerequisites for 'online connection' and 'traffic restrictions' processing; Amadeus Long Haul Availability required for the 'long haul availability' processing
- > Interactive MSC: EDIFACT ITAREQ/ITARES 96.2 or higher and Amadeus Dynamic Availability

To make sure you meet your revenue forecasts,
call your account manager today or go to

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