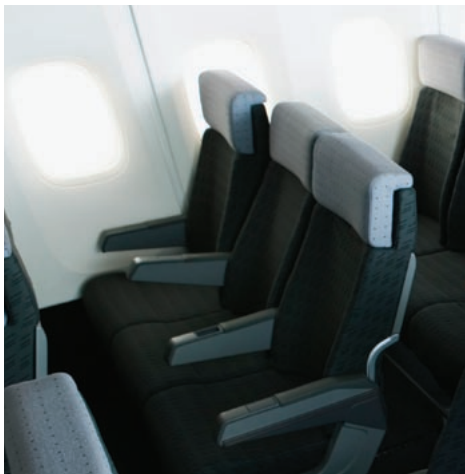


With Amadeus Revenue Integrity you can plug the leaks in your revenue stream, ensure that seats are sold at the right price at the right time, and improve yield, forecasting and load factors. Amadeus Revenue Integrity significantly improves the quality of your passenger name records (PNRs). It automatically enforces ticketing time limits and detects fictitious or duplicate names and ticket numbers. Amadeus Revenue Integrity also audits bookings to verify that they comply with advance booking or round-trip requirements and minimum connecting times.



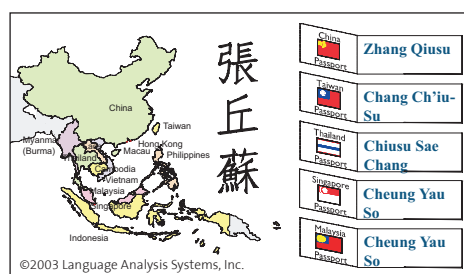
Within days of signing up to Amadeus Revenue Integrity, one customer reduced no-shows from 13% to 4%, reducing costs at departure, improving forecasting and load factors, selling more seats at the right price.

### Optimise your PNR revenue

Amadeus Revenue Integrity removes non-ticketed and duplicate PNRs from inventories, improving the ratio of net passengers to gross bookings. Fast, accurate and fully automated, the system reduces the need for manual processing and delivers great return on investment.

### Cost-effective automated flight firming

Our system automatically assigns and enforces ticketing time limits, with direct notification to agents. This eliminates speculative reservations; keeps seats on the inventory closer to departure dates, when higher yielding fares are available; reduces no shows, and improves your forecasting accuracy.



Amadeus Revenue Integrity recognises alternative spellings in all languages, including regional variations.

### Make sure each PNR is a real, fare-paying, seat-sitting passenger

Amadeus Revenue Integrity system then goes on to detect duplicate names, ticket numbers and other segments in the PNR, checking each new PNR against all existing PNRs, across all airlines, automatically and in real time. It does this through:

#### > More sophisticated name matching

The system reliably picks out 'fuzzy' matches and alternative spellings as well as exact matches and similar names, using some of the most sophisticated Language Analysis Systems software available. It uses other PNR features, such as frequent flyer numbers or contact details to strengthen the match.

#### > More intelligent itinerary logic

When duplicate names have been identified, the two itineraries are compared to determine whether they can be flown by the same person. The system reads connections and understands neighbouring / same city airports to improve the accuracy of duplicate detection.

#### > More flexible handling

You decide exactly how duplicate PNRs are handled. They can be auto-cancelled or sent to a queue for manual processing. You set the parameters through rules, which can be altered at any time.

## Easy to set up

Amadeus Revenue Integrity is provided as a 24/7 service, hosted at our own state of the art computing facility so that it has no impact on your own system capacity. There is no capital outlay, minimal manpower requirement, no equipment to maintain, no software to be installed and the system is scalable to any number of PNRs.

## Easy to control

The business rules governing your Revenue Integrity system are controlled through iBROW, a proven internet-based business rules programme. This lets you change, add or delete the rules under which the system operates at any time, to suit your business requirements. You can set specific parameters for ticketing time limits by flight number, ticket class, or departure date, for example. Or decide how high tier, frequent fliers are handled. There is no special programming language to use, and the business rules can be provided using plain language and in a narrative form.

## Easy access to valuable business information

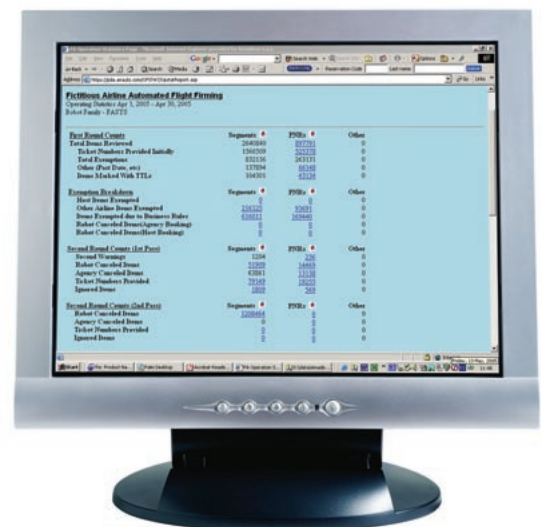
Customers also have instant access to real time management information. We provide daily, weekly and monthly online reporting, and give you unrivalled capability to drill down on flight firming statistics.

## Better seat availability, better agency relationships

The data captured by the Revenue Integrity system can be used to inform and support your customer and agent relationships. Your best agents benefit from greater seat availability, and the system also reveals potential booking malpractice, such as back-to-back and speculative reservations.



Amadeus Revenue Integrity has effectively implemented some 10,000 different rules for around 30 customers, and can be highly customised to meet the needs of each airline.



Flight firming statistics provided through a comprehensive reporting system with drill down capability.

## Service

What difference does it make to work with a dedicated team of specialists?

**This is the story of the global carrier whose revenue management team needed a more flexible solution to flight firming.**

This major US airline historically used in-house flight firming, but this was becoming inefficient in a changing marketplace where parameters need continual modification. Pressure was growing on the revenue team's resources. Load factors were unacceptable on some flights, the number of no-shows was high, and inventory was being clogged by invalid bookings.... We used real data in a demonstration to show how Amadeus Revenue Integrity could take the pressure off, by automating 90% of the process without disrupting any internal systems. As reservations specialists, we were able to eliminate a number of firming errors that were distorting the effectiveness of their process, and tailor the tool to fit across both domestic and international systems. No-shows fell from 13% to just 4%. More importantly, the revenue team has been freed up to focus on strategic and tactical issues and has a clearer, more accurate picture of the booking process.

## ROI

What could Amadeus achieve for you?

**This is the story of a newly independent airline with an urgent need to reduce costs.**

A European regional carrier, former subsidiary of a global parent, faced an urgent challenge after demerger. Many processes that had been handled by the previous owners needed to be either re-focused or completely rebuilt from scratch. The new streamlined organisation had inevitable gaps in know-how and experience and required a partner to meet immediate operational needs – particularly in yield management and ticket time limit checks. The solution was Amadeus Revenue Integrity, with its quick set up using PNR dump direct from Amadeus. Within weeks, the benefits were clear. A detailed audit trail revealed exactly how performance gains were generated: how many time limit reminders resulted in immediate ticketing and improved cash flow, how many resulted in cancellations, reducing no-shows by 50%, improving load factors and cutting the cost of segment fees. In just three months, the airline measured a return on investment of 500%!

## Amadeus PNR Analyser

**You can derive even greater value from your information using an optional extension to the Revenue Integrity system: Amadeus PNR Analyser. This easy to use tool allows you to unlock the information in your PNR database instantly, using your own customised queries and reports. Every Amadeus Revenue Integrity customer can get a FREE 30 day trial of Amadeus PNR Analyser: just ask your Amadeus consultant.**

## Amadeus Revenue Integrity will

- > Identify commonly used fictitious names
- > Spot consecutive single character first initials (eg Smith A/B/C or Frogs D/E/A/D)
- > Pick up 'fuzzy' name matches, such as alternative spellings, first name abbreviations and 'sound alike' names
- > Detect duplicates between single name PNRs and PNRs with multiple names
- > Use other duplicate features in the PNR, such as telephone and frequent flyer numbers to strengthen the match
- > Determine non-chronological, overlapping and mirrored itineraries
- > Read connections and understand similar airports, so that it can identify even the most obscure duplicates (e.g. LHR-ORD-LAS and LGW-DFW-LAS)
- > Identify duplicate PNR segments between host airline and other airline space
- > Identify duplicate segments across different PNRs

Don't just protect your revenue, increase it. Call your Amadeus Revenue Integrity consultant now.