

Amadeus Revenue Management System for Ferries

Business Management

Optimise
your sailings & sales

To find out more

If you would like more information or set up a meeting
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Amadeus Revenue Management System for Ferries Sail your ships with the most profitable customer mix aboard thanks to intelligent demand forecasting and optimisation technology.

Amadeus has developed a sophisticated Pricing and Revenue Management System designed specifically for the ferry industry. Our intelligent, “self-learning” software makes capacity and inventory recommendations based on a detailed analysis of your historical, “on the books” and forecast reservations.

Our solution ensures that you are equipped with intelligent, reliable information to help you make the **right selling decision at the right time**. From data analysis to capacity optimisation, our software will propose the best profit-making scenarios for each of your crossings.

Evaluate your business mix and sales revenue

The first immediate benefit of importing your reservations data into Amadeus Pricing & Revenue Management System, is the output of a graphical multi-criteria analysis of your business, highlighting:

- > route efficiency (revenue/load)
- > seasonal trends
- > booking behaviour
- > passenger contribution

Predict demand for future sailings

The system will then update the appropriate demand models with data obtained from your production system, taking into account the most recent changes in travelling patterns (due to seasonality or special events).

Maximise profit contribution

To fulfil the projected business opportunities, a series of recommendations is proposed, aimed at optimising total passage revenues.

These include:

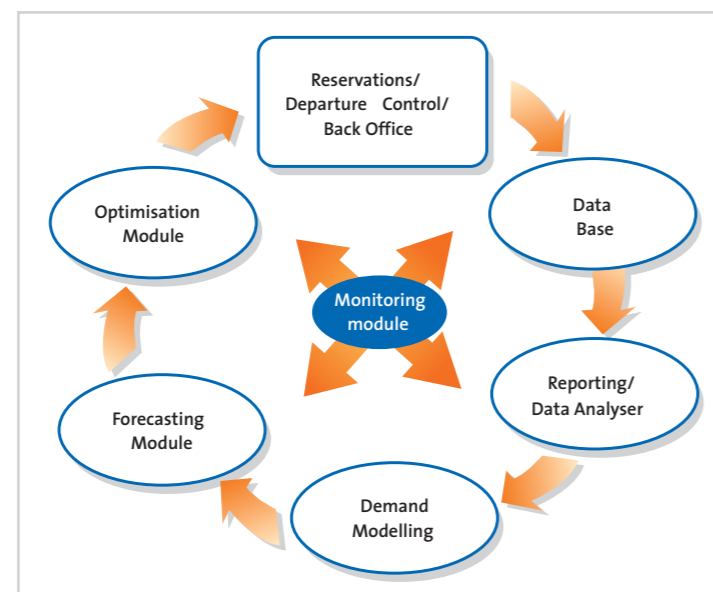
- > **Booking targets** and **optimal selling strategy** for each area of deck space in order to achieve the best vehicle and passenger allocations.
- > **Best passenger mix** (vehicle/foot) taking into account all available onboard revenue sources, including accommodation types.
- > A **ranking order** of the most profitable customers, allocating maximum, achievable inventory to the highest yielding passenger segments.

Manage your reservation system dynamically

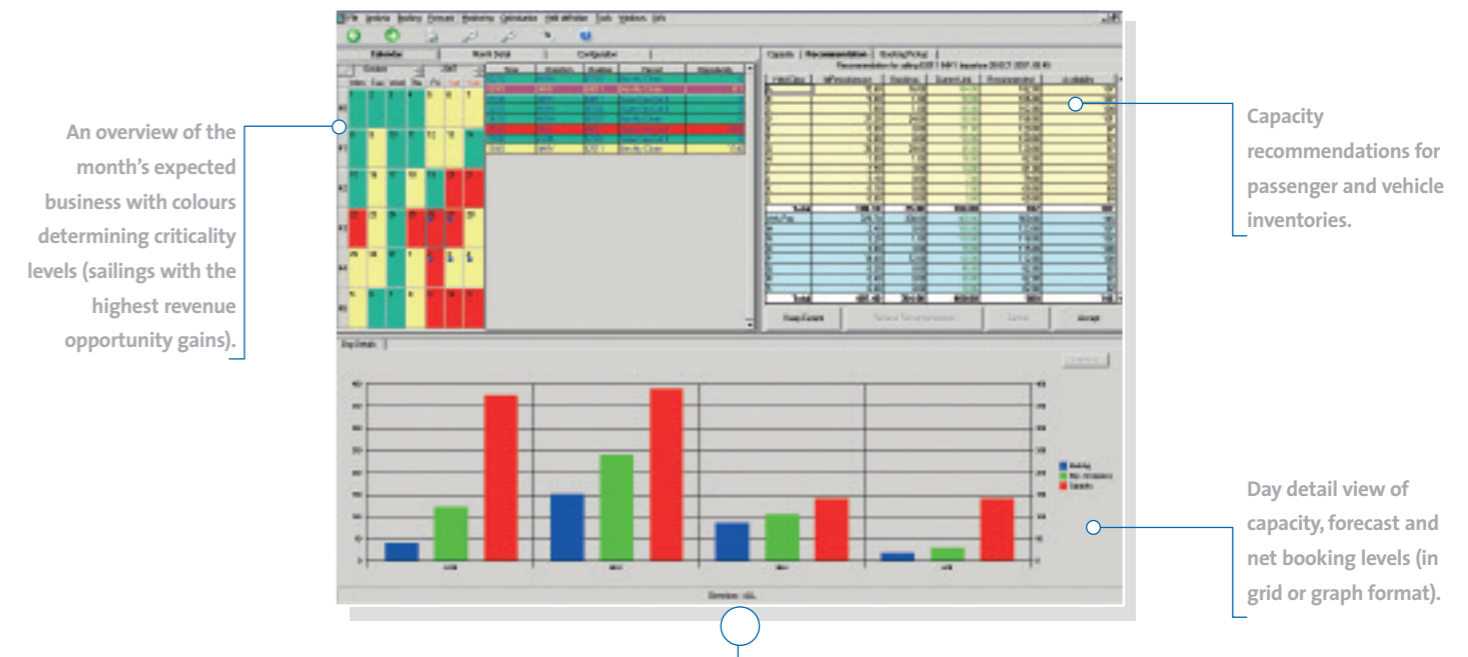
Price and capacity recommendations are subsequently displayed on the calendar screen, to be validated or modified before being uploaded into the reservation system.

Monitor performance

The final stage in the Amadeus Pricing & Revenue Management System process is to monitor the effectiveness of its own performance. This is achieved by calculating the estimated additional revenue generated from implementing the proposed recommendations.



Amadeus RMS modular architecture: from data collection to importing optimisation recommendations into your live reservation system.



The Amadeus Pricing & Revenue Management System for Ferries Calendar screen illustrates in one standalone display: monthly sailings, criticality levels, deck allocation and dynamic price recommendations, and a daily view of capacity, forecast and current net bookings.

Enhance business processes

The Amadeus solution enables your ferry operation to stay ahead of the game: by better anticipating future demand, you can implement dynamic booking strategies to maximise onboard revenues, and improve customer relationship management with meaningful data on passenger booking habits.

All areas of your organisation can benefit from this same decision support tool:

- > **Reservation Managers** can set fares and apply controls confidently, based on available capacity and competing demand.
- > **Sales & Marketing** can utilise the system performance reports to implement customer-specific marketing programmes.
- > while **Revenue Managers** can focus on implementing trusted inventory and capacity recommendations, that will guarantee the highest possible revenue contribution for each sailing.

Amadeus client services

To successfully deploy Amadeus solution in your organisation, full support is provided in all aspects of the technical set-up: from developing the necessary interfaces and configuring the parameters to be used in the data aggregation process, to building the models to be used in forecasting.

Your dedicated Project Manager will organise in-depth system training, and regularly review your business performance during and post-implementation, to ensure your business objectives are successfully fulfilled.

A user of Amadeus Revenue Management System for Ferries for more than 10 years, Eurotunnel affirms that:
“Amadeus RMS for ferries helps us to better control our inventories, it improves the efficiency of our operations and last but not least, it substantially increases our revenues. Amadeus really stands as our technology partner; it is the added value that makes the difference”.

Paul Lymath, Strategic Planning and Analysis Manager