In today’s complex and competitive world, airlines are turning their attention to new revenue optimisation practices: adapting O&D fare structures, providing personalised passenger offers and evaluating interline partnerships.

In order to achieve their full network revenue potential, airlines must be equipped with the best revenue management solutions.

Amadeus Altéa Network Revenue Management is a next-generation revenue management system that addresses the new ways travellers shop and air products are sold. It uses a unique and innovative customer-centric model, which goes beyond the management of O&D sales, equipping airlines with the necessary tools to efficiently manage fenceless fare structures and fare family products.

With Amadeus Altéa Network Revenue Management, airlines can address today’s business challenges and adapt to the demands of tomorrow’s industry.

Maximise revenue

The integration of Amadeus Altéa Network Revenue Management with Altéa Passenger Service System (PSS) gives airlines instant access to vast amounts of quality data. This enables fast and informed decision-making on pricing and real-time availability in order to maximise profitability on every sale.

In addition, the solution offers an enhanced, holistic forecasting across the whole network, and a weekly recalibration of all model parameters, without any manual input. Moreover, airlines can avoid revenue dilution from the spiral-down effect, by adjusting fares in real-time according to passengers’ willingness to pay. With these functionalities, airlines can dynamically enhance their offer according to each search context and customer, while applying consistent O&D revenue management strategies across all channels.

Realise the full benefits of O&D systems

Amadeus has the experience and expertise to guide airlines through the necessary transformation process which will ensure they can fully leverage their O&D strategies.

Comprehensive hosting and operations are managed by Amadeus to speed up problem resolution and reduce airline costs. Amadeus Altéa Network Revenue Management offers high automation and is presented as a single interface, which allows analysts to focus on value-added tasks which will benefit the airline.

Prepare for the future

Amadeus Altéa Network Revenue Management fully integrates into Altéa PSS and is compatible with multiple IT and distribution solutions. All of these benefit from Amadeus’ continued investment into future-proof airline technology.

“With a more accurate picture of future demand, we can make better pricing and availability decisions that are critical to improving our profitability.”

Ken Chung
Junior Vice President, EVA Air

“Our migration to Amadeus Altéa Revenue Management was completed seamlessly and lays the foundation for us to optimise the pricing of both flights and, in the future, ancillary services.”

Tobias Jönsson
VP Revenue Management, SAS
Demand forecasting and price-sensitivity management

- Predict sales volume per traffic flow every day up to the departure date, for all future flights
- Capture all customer demand characteristics, including price sensitivity, in a model which is recalibrated on a weekly basis
- Prevent price spiral-down by quantifying the risk of buy-down in fenceless fare structures and recommending optimal availability of fare families

Yield generation

- Compute daily yield values per traffic flow for future departure dates, as well as historical yields on past departure dates
- Build yield calculations based on available fares for future departure dates, including all surcharges and taxes, with no manual intervention required

Optimisation

- Evaluate the contribution of each traffic flow on the airline network
- Optimise daily flight departures for a year ahead, with overbooking and cross-cabin demand, and identify the optimal sales configuration
- Optimise the airline’s profit and turnover, by accounting for variable carrying costs

Real-time availability processing

- Apply consistent revenue management strategies across all sales channels, through financial control-based decisions on availability and sales
- Dynamically customise the response for each customer request, according to specific attributes, price sensitivity and the characteristics of the requested itinerary

Decision support tools, reporting and user influences

- Leverage comprehensive data and flexible views on traffic flows and flight levels to identify where intervention is required
- Monitor yields, demand forecast and price-sensitivity at O&D level in order to pinpoint flights that require corrective action
- Track user influences and simulate in real-time their effect on availability

Amadeus provides solutions which facilitate the entire travel journey, improving the traveller’s experience whilst helping airlines manage their own business more effectively. We are at the heart of the global travel industry, working with our customers and partners to shape the future of travel.

Visit amadeus.com/airlines or contact your Amadeus Account Manager to learn more.

Let’s shape the future of travel.