



Origin & Destination III

Maximize Revenue with Data Science-Driven Insights

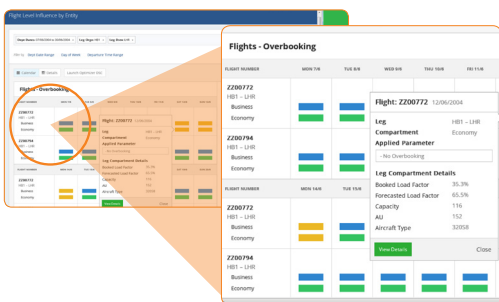
PROS O&D III is the only solution of its kind, proven to deliver significant incremental revenue benefits over leg or segment solutions and non-PNR-based systems through ground-breaking, analytical forecasting and network optimization. It uses historical bookings data, along with future schedule and pricing data to determine the optimal controls to maximize revenue.



Rely on the most advanced forecast methodology based on customer behavior and influence.

Access insight and guidance into the influencers that affect your chosen market.

| ONLINE C/D | TRIP C/D | PATH | POS | FC |
|------------|-----------|-------------------|-------------------|----|
| IAH - FCO | IAH - FCO | IAH - RPT HP1 FCO | IAH - HP1 HP1 FCO | |
| IAH - FCO | IAH - FCO | IAH - RPT HP1 FCO | IAH - HP1 HP1 FCO | |
| IAH - FCO | IAH - FCO | IAH - RPT HP1 FCO | IAH - HP1 HP1 FCO | |
| IAH - FCO | IAH - FCO | IAH - RPT HP1 FCO | IAH - HP1 HP1 FCO | |
| IAH - FCO | IAH - FCO | IAH - RPT HP1 FCO | IAH - HP1 HP1 FCO | |



Optimize analyst workflow to quickly make adjustments.

Drive flight leg optimization for a defined set of future dates.

| Flight Class | Path | FC Class |
|--------------|---------|----------|
| ZZ 00239 | BRO-HB1 | 342 |
| ZZ 00463 | CDG-HB1 | 342 |
| ZZ 00765 | LHR-HB1 | 342 |
| ZZ 00805 | LHR-HB1 | 342 |
| ZZ 01029 | FRN-HB1 | 342 |
| ZZ 04203 | HB2-HB1 | 342 |

MOST ADVANCED NETWORK REVENUE MANAGEMENT SOLUTION:

- ✓ Increase revenue lift 2-3% from leg-based systems.
- ✓ Increase revenue an additional 1-2% with hybrid forecasting and optimization.
- ✓ Protect revenue by providing distinct forecasts for bookings and cancellations at various levels of passenger itinerary down to the passenger type.
- ✓ Maximize the true network value of each potential passenger.
- ✓ Optimize the traffic mix, such as local versus connecting, point-of-sale, and more.
- ✓ Integrate seamlessly with other RevenuePRO editions to further optimize revenue management returns.
- ✓ Over 50 airlines have licensed PROS O&D solutions since PROS deployed the first-generation O&D bid price solution.

KEY FEATURES

- Forecast current market trends and behaviors, such as seasonal demand patterns so you can more accurately predict passenger demand.
- Utilize user-defined strategies, alerts, and analytical views to be more efficient and respond to changes faster.
- Maximize revenue and minimize revenue dilution when operating a low-fare business model through Hybrid Forecasting.
- Predict passenger demand price sensitivity and willingness-to-pay at the O&D market level by yieldable demand or priceable demand with Hybrid Forecasting.
- Incorporate frequent flyer data to further optimize offers for your best customers.
- Utilize daily availability snapshots for more accurate availability data which results in improved unconstraining and forecasts.

TESTED, PROVEN DATA SCIENCE

- Leverage 30 years of experience with providing powerful data science-driven analytical tools to uncover your biggest revenue and pricing opportunities.
- Solutions are proven and tested across all geographic regions of the world by the most successful airlines.
- Track current offerings, introduce new ones and recommend the best offering by customer segment – even when facing competing goals such as revenue, conversion or profit.
- Bayesian methodology as the foundation of Hybrid Forecasting.

BEST PRACTICES AND ANALYTICS

- Integrated Analytics framework allowing for analysis-to-action workflow within the same application.
- Workflows that are efficient and intuitive, allowing users to focus on the most important information and take action quickly.
- Workflows that allow the user to drill down to various levels to give the analyst a detailed understanding of their market.

PROS CLOUD

- Full application services management and SLA
- Tier 3, SOC 2 data centers
- HIPAA compliant environments
- High performance and availability

KEY CAPABILITIES

- PNR-based O&D demand Forecasting
- Hybrid Forecasting
- Advanced network and capacity optimization
- Fare valuation
- Intuitive data analysis
- User rules and strategies
- Integration with other data sources and products including real-time availability
- Competitive displays and rules
- Alerting

SUPPORTED BROWSERS

- Internet Explorer

CONTACT PROS

For more information on this or any of our products, please contact PROS at:

 [PROS.com](https://pros.com)

 1-855-846-0641

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