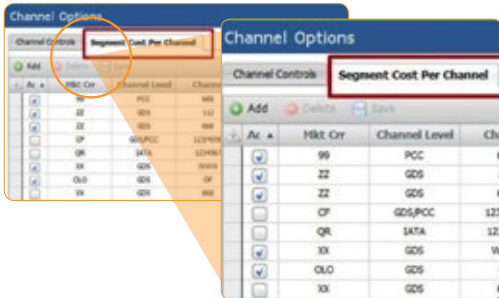


Real Time Dynamic Pricing

Offer Accurate, Real-Time Availability Across all Channels

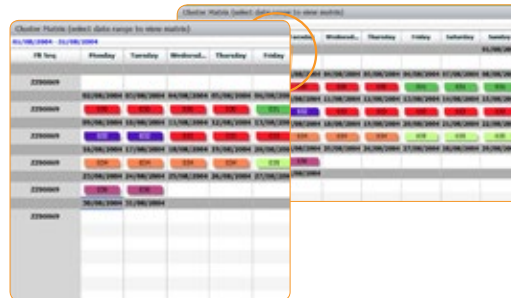
Accurate, scalable, real-time availability has never been possible – until now. Real Time Dynamic Pricing is designed around our proven data science-driven capabilities and is a high-performance engine that enables you to obtain the full revenue potential of dynamic pricing without new major costs. Now you can offer real-time availability across all channels, while keeping the rules, fares, and other data in sync.

Real Time Dynamic Pricing identifies and evaluates each passenger request and determines the optimal price based on business strategies. By computing availability in real time and applying dynamic biases, or strategies, to seat availability, you are enabled to upsell and increase conversion that realizes maximum revenue.

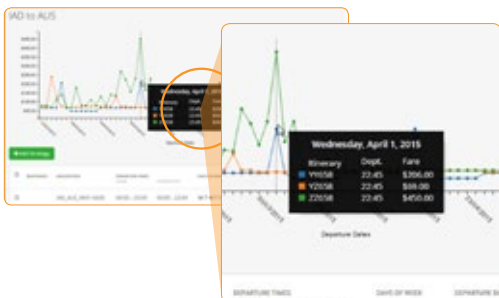


Synchronize and ensure the same availability across all channels.

Apply frequent flyer rules and allow better availability for your top-tier customers.



Set optimal fares in real time, differentiating the value of customers based on market and channel.



ACCURATE, SCALABLE REAL-TIME STRATEGIC PRICING:

- ✔ Increase revenue up to 2%.
- ✔ Decrease sell discrepancies and prevent inventory spoilage.
- ✔ Improve conversion rates and increase average yield for new bookings.
- ✔ Increase bookability by processing city-pair or flight-specific requests across all sales channels accurately and in real time.
- ✔ Anticipate changes to buying behavior and exploit revenue opportunities.
- ✔ Protect revenue with controls designed to enforce cancellation, POS/POC, and other data policies.
- ✔ Synchronize inventory data used for the availability and sell request to minimize discrepancies globally.
- ✔ Achieve additional customer reach through new channels.
- ✔ Integrate seamlessly with other RevenuePRO editions to further optimize revenue management returns.

KEY FEATURES

- Deploy in multiple data centers to facilitate fares, bid prices and reference data across different instances.
- Improve analyst workflow by facilitating efficient, non-redundant management of complex strategies across markets.
- Protect revenue by monitoring competition through loading, analysis, and alerting.
- Prevent inventory spoilage through comprehensive duplicate segment rejection and alternate segment logic.
- Ensure industry-best availability strategies for specific market segments, market conditions, and/or passenger attributes.
- Collaborate with partners by conducting joint evaluation of code-share or interline itineraries with bid price sharing.
- Protect revenue from agency/customer cheating via married segment controls.
- Improve system integrity and value by integrating with O&D RM systems as well as airline specific systems such as external fare feeds and reporting.
- Increase revenue with logic that maps to the airline's pricing process for mixed-class itineraries.

COMPONENTS

- Strategic availability – Rules engine to control availability and influence pricing.
- Inventory Service – Cost-effective real-time availability evaluations.
- Itinerary Builder – Deliver city-pair availability across different channels.
- Interface Suite – Easily integrate with other industry systems.
- Sync Technology – Support deployment in multiple data centers.

PROS CLOUD

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

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.

AVAILABILITY ANALYTICS

- Real-time statistics – histograms in real time
- Advanced reporting – aggregated logs to generate visual reports for individual instances or a group of server instances.
- Competitive strategies – competitive insight through the loading, analysis, and alerting for further insight into specific markets.

ARCHITECTURE

- Robust, scalable, service-oriented architecture.
- Integrate with other industry system standards, such as EDIFACT, Open Axis, JSON, and more.
- Stateless RESTful Services for integration.

SUPPORTED BROWSERS

- Internet Explorer
- Chrome
- Firefox

CONTACT PROS

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

 PROS.com

 1-855-846-0641

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