

# MODERN COMMERCE

Provide passengers the real time, differentiated, personalized offers they want.

FORRESTER

The travel landscape is changing at dizzying speeds.



sites visited in the process of booking a trip<sup>1</sup>



of leisure travelers double check prices from mobile to desktop<sup>2</sup>



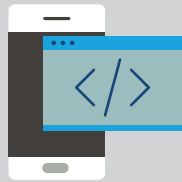
projected ancillary revenue for airlines<sup>3</sup>

1 Expedia Media Solutions | 2 Think with Google | 3 CarTrawler

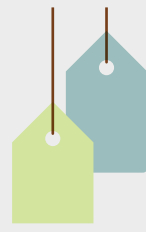
Airlines must implement modern commerce capabilities through eCommerce and offer optimization.



Inspire travelers



Transform airline.com



Dynamically create & price offers



Control & distribute your offers

The modern commerce approach improves the customer experience, drives profitable growth & is scalable.

## BEFORE

**5+** days to quote groups of 10 or more

**1,000:1** look to book ratio in extreme cases

**\$\$** revenue loss from poor availability or lack of optimization

## AFTER

**<100** sub-second response times

**1,000's** of personalized, dynamic offers & control of channel distribution

**1-2%** revenue lift from PROS approach to RM<sup>4</sup>

4 PROS research

All to deliver personalized, real-time, and frictionless experiences that delight passengers.

### Revenue Management



Maximize revenue across every flight

### Real Time Dynamic Pricing



Distribute accurate, real time availability across all channels

### Group Sales Optimizer



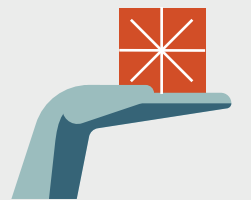
Transform your groups business with scientific dynamic pricing

### Shopping



Power the most flexible shopping experience

### Merchandising



Upsell at anytime in the traveler journey, from any device