PROS Revenue Management

Maximize revenue across every flight

Advanced Revenue Management Solution Powered by Science:

- Maximize the true network value of each potential passenger.

- Choose the best solution for your business model: leg/segment to network optimization to full O&D control.

- Optimize the traffic mix, such as local versus connecting, point-of-sale, and more.

- Protect revenue by providing distinct forecasts for bookings and cancellations.

As airlines realize the need to shift to modern commerce, attempting to meet traveler demands without the support of an advanced and flexible revenue management system can significantly affect your ability to keep up with growing traveler expectations along with internal yield and revenue expectations.

PROS Revenue Management is an advanced and proven solution that delivers significant incremental revenue benefits through groundbreaking, algorithmic forecasting and network optimization. Whether your airline requires leg/segment revenue management or full O&D control, PROS Passenger RM transforms your business to the way customers want to fly.

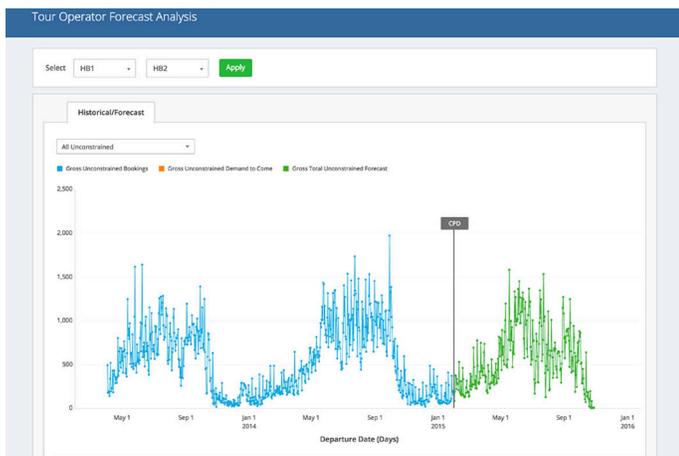| 2-3%	1-2%	50+	57%
Revenue lift over leg-based systems	Additional lift from hybrid implementation	Airlines have implemented PROS RM solutions	Of the world's passengers are priced through PROS

PROS.

PROS Revenue Management

Forecasting

Forecast current market trends and behaviors, such as seasonal demand patterns so you can more accurately predict passenger demand. Rely on the most advanced forecast methodology based on customer behavior and influence.

Network Optimization
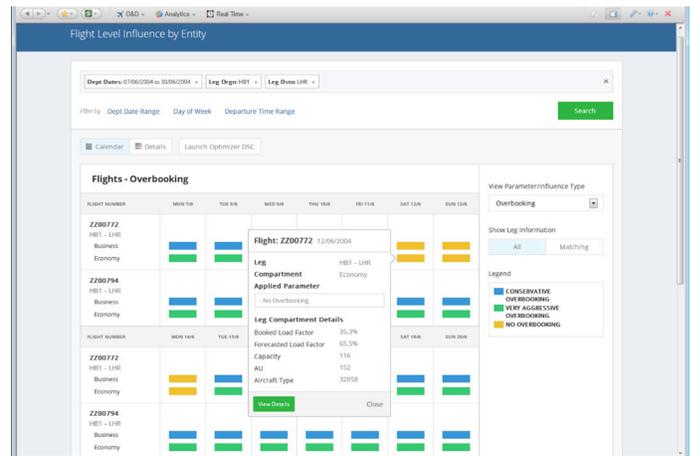
Determine the optimal inventory controls used by the airline's reservation system with proven optimization technology that determines the fare mix to maximize revenue lift on every departure. Generate revenue-optimal bid price controls & leg/segment allocations along with decision support to make the best decisions for your business.

*Drive Revenue with the Industry Leading Solution!*

PROS.

Most Comprehensive Revenue Management with Leading Science

Hybrid Optimization
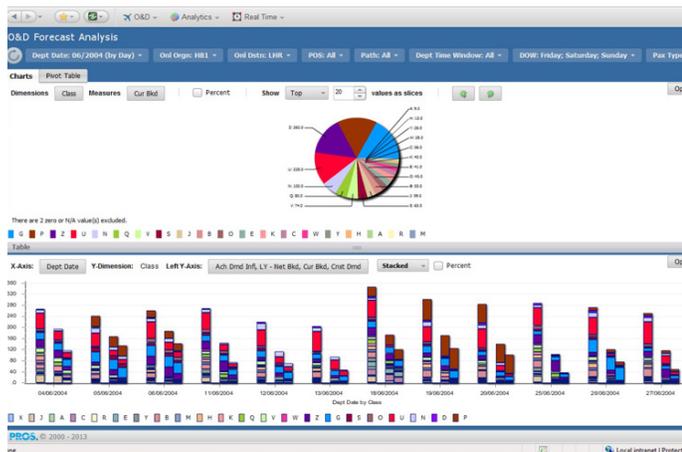
The hybrid approach to revenue management is an essential practice for future-proofing airlines against a rapidly changing travel landscape. Incorporate both yieldable demand (late-booking, schedule-sensitive, brand-loyal) and airline-priceable demand (price-sensitive) to predict passenger demand and minimize revenue dilution.

Dynamic Pricing
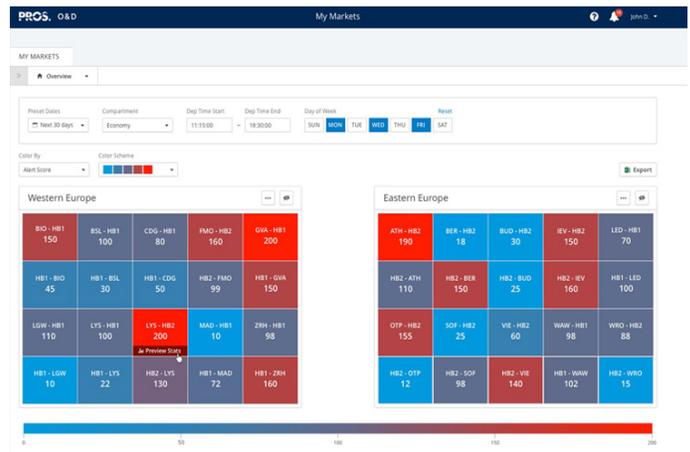
Calculate the optimal price based upon expected customer buying behavior. Convert this optimal price into modifications of an existing booking class fare. Regain control of airline offers and provide a wide range of prices and products directly to travelers.

KEY FEATURES

- Advanced forecast methodology based on customer behavior and influence to accurately predict passenger demand.
- User-defined strategies, alerts, and analytical views to be more efficient and respond to changes faster.
- Hybrid forecasting to maximize revenue and minimize revenue dilution when operating a low-fare business model.
- Daily availability snapshots for more accurate availability data which results in improved unconstraining and forecasts.
- Intuitive workflows that allow the user to drill down to various levels and give the analyst a detailed understanding of their market.

DATA SCIENCE & PRESCRIPTIVE ANALYTICS

- Integrated Analytics framework allowing for analysis-to-action workflow within the same application.

- Predict passenger demand price sensitivity and willingness-to-pay at the O&D market level by yieldable demand or priceable demand.
- 30 years of experience with powerful data science-driven analytics and machine learning.

ARCHITECTURE & INTEGRATIONS

- High performance and scalable n-tier architecture.
- XML web-based thin-client user interface.
- Seamless integration with network planning, pricing and scheduling solutions.
- Integration with other data sources and products including real-time availability.

- Proven and tested across all geographic regions of the world by the most successful airlines.

PROS CLOUD

- Full application service management and SLA.
- Tier 3, SOC 2 data centers.
- High performance and availability.
- ISO 27001
- Industry standard firewalls and intrusion detection/prevention.
- Continuous internal vulnerability assessments coupled with 3rd party vulnerability assessments.
- All customer instances and data logically isolated.
- Enterprise change management program including security patching on all systems.

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For more information on this or any of our products, please contact PROS at:
PROS.com or call 1-855-846-0641
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About PROS

PROS is a cloud software company powering the shift to modern commerce by helping companies create personalized and frictionless buying experiences for their customers. Fueled by dynamic pricing science and machine learning, PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

To learn more, visit pros.com/solutions/revenue-pro/revenue-management/

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