PROS Real Time Dynamic Pricing

Offer accurate, real time availability across all channels with rules, fares, and data in sync

Accurate, real-time, scalable pricing:

- Synchronize and offer consistent availability across all channels.

- Improve conversion rates and increase average yield for new bookings.

- Decrease sell discrepancies and prevent inventory spoilage.

- Evaluate code-share or interline itineraries with bid price sharing.

As airlines realize the need to shift to modern commerce, attempting to meet growing traveler demands without the support of an advanced and scalable solution can significantly affect your ability to meet high transaction volumes, push consistent offers, and control costs.

Airlines need to maximize revenue across all channels and ensure consistent and accurate pricing for a myriad of modern shopping requests. In order to do so, airlines need to deliver accurate availability in real time and at a low cost. With Real Time Dynamic Pricing, airlines can dynamically control class availability and pricing while protecting revenue against inventory spoilage.

38$^+$
Sites visited before booking a trip

1000:1
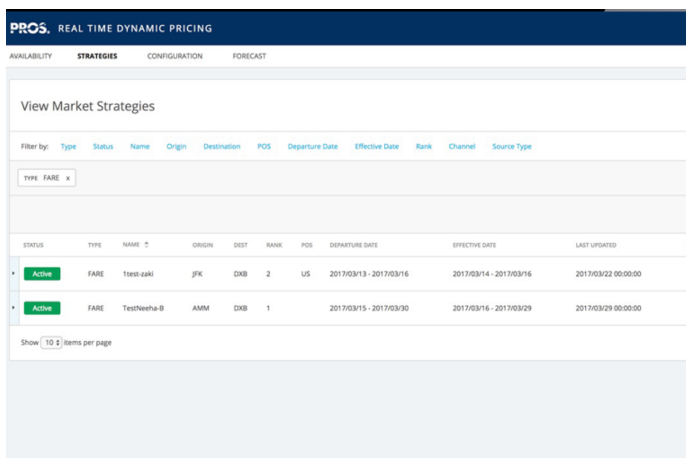Look to book ratio seen in extreme cases

2%
Revenue lift from RTDP implementation

88%
Of travelers will switch to another site or app if the current one doesn't satisfy

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PROS Real Time Dynamic Pricing

Strategic Availability

Control availability and influence pricing across channels with a rules engine. Provide analysts with fare availability strategies for specific market segments, conditions and/or passenger attributes. Protect revenue by keeping an eye on your competition.

Multiple Deployments

Deploy RTDP in multiple data centers. With data synchronization capabilities, keep fares, bid prices, and reference data in sync across different instances.

Maximize revenue across all channels

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A Scalable and Proven Solution to Provide Real Time Availability

Bid Price Sharing

Collaborate availability with interline and code share partners by sharing bid prices to enable O&D level evaluation on select code shares.

Dynamic Pricing

Enable real time calculation of pricing based upon expected elasticity of the customer. Regain control of airline offers and provide a wide range of prices and products directly to travelers.

KEY FEATURES

- **Married Segment Control** – Protect revenue from agency cheating or inventory spoilage by enforcing that passengers book the itineraries as they were initially evaluated.
- **Sync technology & Interface Suite** – Support deployment in multiple data centers and 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.
- **Analytics** – Visualize itineraries and availability counts by class and understand the availability calculation with inputs such as bid prices, fares, and strategies.
- **Availability Simulation** – Simulate and analyze how availability would change for a given itinerary if a different set of Market Strategies and Segment Rules are applied.

ARCHITECTURE & INTEGRATIONS

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

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.

PROS CLOUD

- Full application service management and SLA.
- Tier 3, SOC 2 data centers.
- HIPAA compliant environments.
- 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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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/dynamic-pricing

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