



# 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<sup>+</sup>

Sites visited before booking a trip

1000:1

Look to book ratio seen in extreme cases

2%

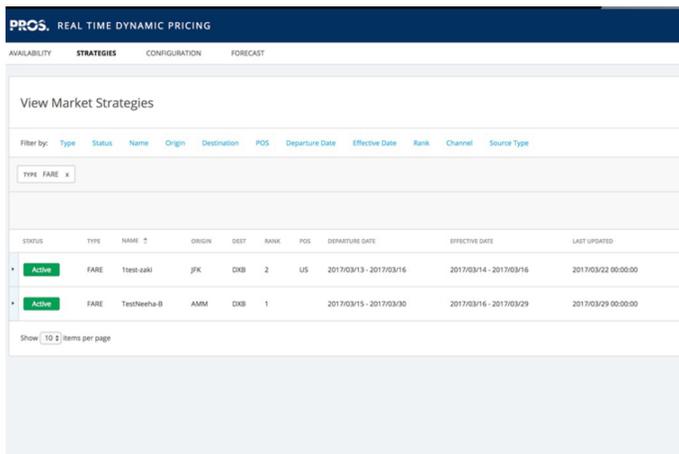
Revenue lift from RTDP implementation

88%

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

# PROS Real Time Dynamic Pricing

## Strategic Availability



The screenshot shows the PROS Real Time Dynamic Pricing interface. At the top, there are tabs for AVAILABILITY, STRATEGIES, CONFIGURATION, and FORECAST. Below the tabs is a section titled "View Market Strategies". There is a filter bar with "Filter by:" and a dropdown menu showing "TYPE: FARE x". Below the filter bar is a table with columns: STATUS, TYPE, NAME, ORIGIN, DEST, RANK, POS, DEPARTURE DATE, EFFECTIVE DATE, and LAST UPDATED. The table contains two rows of data, both with a green "Active" status.

STATUS	TYPE	NAME	ORIGIN	DEST	RANK	POS	DEPARTURE DATE	EFFECTIVE DATE	LAST UPDATED
Active	FARE	Test-aak	JFK	DXB	2	US	2017/03/13 - 2017/03/16	2017/03/14 - 2017/03/16	2017/03/22 00:00:00
Active	FARE	Test-Neeha-B	AMM	DXB	1		2017/03/15 - 2017/03/30	2017/03/16 - 2017/03/29	2017/03/29 00:00:00

At the bottom of the table, there is a "Show" dropdown menu set to "10" items per page.

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*

# A Scalable and Proven Solution to Provide Real Time Availability

## Bid Price Sharing

**PROS. REAL TIME DYNAMIC PRICING**

AVAILABILITY STRATEGIES CONFIGURATION FORECAST

O&D: FRA-MXP | VIA POINT: - | POS: DE | DEPARTURE DATE: 5/2/17-8/9/17 | GDS: ALL | PCC: ALL | IATA: ALL | DAY OF WEEK: ALL

Color Table By: Availability | Lowest Available Class | Cabin: Economy | Business | First

FLIGHT ID	TRIP ID	POS	DEPT DATE	BOOK	BU1	BU2	BU3	Y	B	M	W	H	C	V	A	E	L	X
Average Available: 87.34 76.06 64.32 53.22 41.12 30.79 21.1 13.89 7.9 4.44 2.81 1.78 0.53																		
Percent Lowest Available: 26 26 26 76 478 174 9.28 13.26 14.28 13.26 12.28 17.4 16.28																		
Percent Available: 100% 100% 100% 100% 99% 89.8% 78.8% 63.3% 39.8% 26.2% 20.4% 7.7% 5.1%																		
225774-221632	FRA-MXP	DE	2017-05-02	Tue	31.8%	28.1%		103	94	84	63	41	27	5	0	0	0	0
225774-221632	FRA-MXP	DE	2017-05-03	Wed	22.8%	29.2%		115	93	77	61	48	45	32	21	14	0	0
225774-221632	FRA-MXP	DE	2017-05-04	Thu	24.2%	25.7%		78	68	65	50	33	29	24	0	0	0	0
225774-221632	FRA-MXP	DE	2017-05-05	Fri	24.3%	31.7%		95	91	80	69	52	40	24	22	7	0	0
225774-221632-221632	FRA-MXP	DE	2017-05-06	Sat	32.7%	26.9%	21.2%	98	83	64	56	40	33	25	12	9	0	0
22246	S00		2017-05-07	Sun	30.2%			97	93	82	70	65	49	30	23	17	0	0
221188-221438	FRA-MXP	DE	2017-05-08	Mon	30.8%	34.7%		81	68	54	42	30	0	0	0	0	0	0
225774-221632	FRA-MXP	DE	2017-05-09	Tue	26.7%	22.8%		88	81	78	73	66	61	52	47	37	15	2
225774-221632-221632	FRA-MXP	DE	2017-05-10	Wed	28.0%	24.8%	40.4%	65	61	43	24	0	0	0	0	0	0	0
225774-221632-221632	FRA-MXP	DE	2017-05-11	Thu	22.4%	20.6%	30.7%	90	76	59	51	34	34	28	9	0	0	0
225774-221632-221632	FRA-MXP	DE	2017-05-12	Fri	39.1%	24.7%	30.2%	70	59	56	44	26	0	0	0	0	0	0
22246	S00		2017-05-13	Sat	27.0%			100	82	75	71	68	47	43	26	19	0	0
225774-221632-221632	FRA-MXP	DE	2017-05-14	Sun	21.7%	39.8%	23.8%	74	58	43	27	21	7	7	0	0	0	0
225774-221632-221632	FRA-MXP	DE	2017-05-15	Mon	27.9%	23.5%	24.6%	75	56	47	28	25	20	7	0	0	0	0

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

## Dynamic Pricing

**PROS. REAL TIME DYNAMIC PRICING**

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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.

### Contact PROS

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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](http://pros.com/solutions/revenue-pro/dynamic-pricing)