



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%

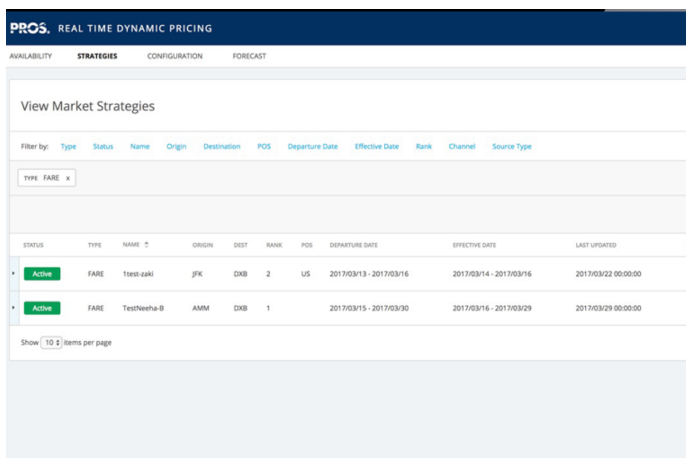
Revenue lift from RTDP
implementation

88%

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

PROS Real Time Dynamic Pricing

Strategic Availability



The screenshot shows the PROS Real Time Dynamic Pricing interface. At the top, there's a navigation bar with tabs: AVAILABILITY, STRATEGIES, CONFIGURATION, and FORECAST. Below this is a section titled "View Market Strategies". It includes a filter bar with options like Type, Status, Name, Origin, Destination, POS, Departure Date, Effective Date, Rank, Channel, and Source Type. A table below lists market strategies with columns for STATUS, TYPE, NAME, ORIGIN, DEST, RANK, POS, DEPARTURE DATE, EFFECTIVE DATE, and LAST UPDATED. Two strategies are listed, both with a status of "Active".

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

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 *			COMBINATIONS *			FORECAST																		
O&D	VIA POINT	POS	DEPARTURE DATE	GDS	PCC	ATA	DAY OF WEEK																				
FRM-MXP	-	DE	5/2/17-5/9/17	ALL	ALL	ALL	ALL																				
Color Table By: Availability Lowest Available Class Cabin: Economy Business First																											
Average Available								87.34	76.05	64.52	53.22	41.52	30.18	21.1	13.68	7.9	4.44	2.81	1.18	0.53							
Percent Lowest Available								12%	0%	0%	1%	4.1%	2.1%	9.2%	13.3%	14.3%	13.3%	7.1%	16.3%								
Percent Available								100%	100%	100%	99%	93.8%	78.6%	63.3%	39.8%	25.4%	17.1%	5.1%									
Flight ID								Y	N	W	U	X	Z	S	M	A	T	F	S								
223794 - 121602 ARI								FRM	MXP	DE	2017-05-02	Mon	31.7%	28.1%	113	54	84	63	41	27	5	0	0	0			
223794 - 121602 ARI								FRM	MXP	DE	2017-05-03	Tues	32.6%	28.2%	105	59	77	61	48	48	45	32	21	14	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-04	Thu	24.7%	25.7%	78	66	65	50	33	29	24	0	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-05	Fri	34.9%	31.7%	95	91	80	69	52	40	24	22	7	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-06	Sat	32.7%	26.3%	58	83	64	56	40	33	25	12	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-07	Sun	35.2%	30.2%	97	93	82	70	55	49	30	23	17	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-08	Mon	36.8%	34.7%	81	68	64	42	35	26	0	0	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-09	Tue	25.8%	22.6%	88	81	78	73	66	61	52	47	37	15	2	0	0
223794 - 121602 ARI								FRM	MXP	DE	2017-05-10	Wed	24.9%	40.4%	65	61	43	33	0	0	0	0	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-11	Thu	22.4%	20.0%	30	76	59	51	35	34	28	0	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-12	Fri	35.1%	34.7%	70	59	58	44	24	0	0	0	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-13	Sat	27.9%	27.0%	100	82	75	71	68	47	43	26	18	0	0	0	0
223794 - 121602 ARI								FRM	MXP	DE	2017-05-14	Sun	21.3%	20.8%	74	58	43	27	21	7	0	0	0	0	0	0	
223794 - 121602 ARI								FRM	MXP	DE	2017-05-15	Mon	27.9%	23.5%	24.6%	75	58	47	28	25	20	9	0	0	0	0	0



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

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

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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