PROS®

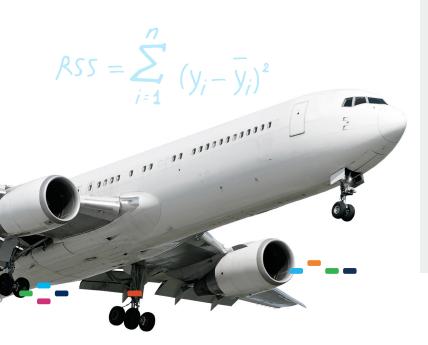# Manage High Volumes, Control Offers Across Channels and Grow Revenue

Overcome Barriers to a Customer-First Experience

As the number of passengers traveling continues to increase, their expectations surrounding the shopping and booking experience is rapidly pushing airlines to modernize and become digital retailers.
This customer-centric digital experience is about delivering personalized, data-driven offers in real-time across a multitude of channels.

$$RSS = \sum_{i=1}^{n} (y_i - \bar{y}_i)^2$$

To improve the end-to-end experience for travelers, your airline needs these capabilities:

- Confidence in its systems to push real-time, accurate data

- Flexibility and control over offers and channels

- A single source of truth for availability or pricing

- Optimized revenue around inventory, whether it's seats or ancillary services

- Price beyond class-based restrictions

- Share availability seamlessly with partners

$$RSS = \sum_{i=1}^{n} (y_i - \bar{y}_i)^2$$

Poor Experiences and Lost Revenue

Without the support of an advanced and scalable solution, it's difficult to meet the demands of high transaction volumes and push consistent, personalized offers while controlling costs. Whether it's poor conversion rates, inventory leaks or lost revenue opportunities your business goals are directly impacted when the business cannot keep up with myriad shopping requests.

Poor Conversion Rates

When travelers can't book the offer they see, it results in poor experiences and a potentially lost customer to your competition.

Inventory Leaks

To prevent cheating and ensure travel agents are booking itineraries as you want, airlines need the right tools in place to control their offers.

Lost Revenue Opportunities

The inability to adjust pricing based on the request leads to money left on the table.

Inability To Scale Securely

Your business cannot grow without a dynamic, highly trusted platform to support complex configurations and process huge volumes of data in near real-time.

>88B

Transactions processed by PROS per month with 100% uptime and >99.99% achieved performance SLA

Your Launch Pad to Becoming a True Retailer

PROS Real-Time Dynamic Pricing (RTDP) solution enables your airline to maximize revenue across all of its channels, while ensuring consistent and accurate pricing for myriad shopping requests. The solution includes several products that give your airline much needed control of your availability, the ability to share data across partners, manage real-time inventory data, and also enable dynamic pricing adjustments.

RTDP Advantage

Dynamically control class availability and pricing while protecting against inventory spoilage.

RTDP Ultimate

Enable greater price flexibility with dynamic price adjustments through class-based dynamic pricing.

Real-Time Partner Availability

Sync up with your partners to boost bookability and sales with seamless data sharing.

To learn more about PROS Real-Time Dynamic Pricing,
visit **pros.com/products/real-time-dynamic-pricing-software**

About PROS

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. 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.