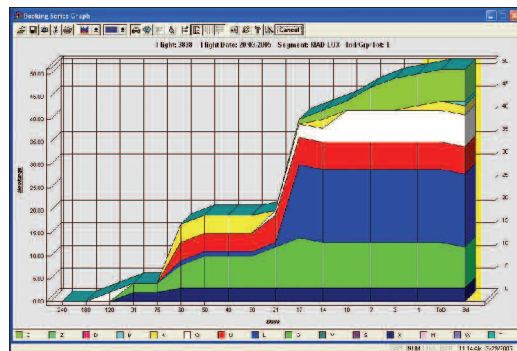


Flexible revenue management

To remain competitive, airlines must respond quickly to changing market requirements and customer expectations. Revenue must be optimized. SITA Revenue Management supports airlines' requirements whether the business is based on the traditional or newer low cost models.

SITA Revenue Management demonstrates that like established airlines, SITA has recognized the significant shift in the airline environment and pricing structures as new low cost carriers enter the market.

Whether your airline practices traditional revenue management business processes, those of low cost carriers, or a combination of the two, SITA Revenue Management can increase your revenues. This comprehensive service also delivers a fast return on investment. SITA Revenue Management produces accurate passenger forecasts and optimized flights that are crucial to achieve revenue targets.



A booking series graph display screen

This system provides a sophisticated, flexible, but easy to use range of solutions that delivers results at a competitive price. It is specifically designed to help an airline obtain the maximum possible revenue for every seat on every flight through better allocation of capacity, improved productivity and a proactive market response.

SITA has partnered with SH&E, a well-respected aviation consultancy, in developing and supporting SITA Revenue Management.

SITA Revenue Management offers optimal overbooking, improved discounted space allocation, superior management information, and better allocations for group or tour operator business. Operational efficiency is improved, resulting in decreased costs through:

- A high level of accuracy in forecasting passengers boarded leading to a reduction in both denied boarding costs and empty seats.
- Advanced flight optimization profiles enabling proactive planning of future discount versus full fare seat allocation.
- Increased staff productivity through partial automation of many revenue management decisions.
- Customer satisfaction improves through proactive seat allocation. SITA Revenue Management protects seats for last minute, high value customers.

SITA Revenue Management is the preferred system for SITA Reservations. It has a seamless interface to SITA Reservations as well as to other popular industry reservation systems. This results in no expensive integration costs and a particularly easy introduction of the solution for many airlines.

Industry case studies show that revenue management typically increase an airline's revenue by 4 to 7% per annum

Reduce costs and increase customer satisfaction by implementing SITA Revenue Management

The inventory management functions of SITA Revenue Management update airlines' reservation systems in real time. It captures key flight inventory information from your airline's reservation system. This information is processed and stored in a database. From here the information is used to calculate optimized inventory controls and other revenue management recommendations.

Revenue maximization

SITA Revenue Management offers benefits to many areas of airline management, ensuring a positive impact on your bottom line. It is designed to allocate and overbook the optimal number of seats so as to maximize your revenue. Its aggressive use of capacity controls gives greater pricing flexibility. The flight controller's productivity increases through the use of SITA Revenue Management's tools.

SITA Revenue Management offers:

- **MS Access™ management reports**
Provides summarized relevant airline data such as flight, post departure and overbooking performance.
- **Multiple snapshots**
These help to deliver more accurate forecasting.
- **Enhanced group acceptance**
Enables the evaluation of complex group itineraries that contribute greatly to the bottom line.

- **Autopilot Controls**

Enables flight controllers to focus on flights with higher load factors and greater revenue potential by automating marginal decisions.

SITA Revenue Management also has a number of additional competitively priced optional modules to add even greater functionality and capability these include:

- **Low Cost Carrier (LCC) module**

This additional option provides a traditional airline with the ability to compete and control flights in a LCC environment. It is essential to carriers facing competition from new entrant low cost carriers that require a shift in the airline's pricing policy to a tier-based customer demand model.

- **Moveable curtain module**

Maximizes seat revenue based on the placement of the aircraft curtain and utilization of convertible seats.

- **Origin & Destination (O&D) Forecaster**

This provides a network carrier with the first step towards migrating to an 'O&D' revenue management solution. It also improves performance of the leg-based system during the transition period.



