

Case Study Ryanair



Ryanair RASK and Market Capitalization Soar with airRM

The Challenge

Ryanair carries 120m p.a. on more than 1,800 daily flights from 85 bases, connecting over 200 destinations in 33 countries on a fleet of over 360 Boeing 737 aircraft.

RMS was contacted by Ryanair in early 2011 after the airline decided not to utilize a new RM system being offered to them by their prior vendor. After a review process and demonstration, Ryanair selected airRM. Upon seeing the rich information display and how many revenue opportunities had been missed by their prior RM system, Ryanair elected to begin using airRM in their production environment six days after contract signing.

The Solution

airRM provides Ryanair revenue management analysts with comprehensive reporting capabilities and innovative screen displays that present hundreds of flights simultaneously.

Combined with the ability to make mass adjustments to seat inventory, Ryanair achieved an unprecedented level of productivity. Utilizing airRM, the airline increased its revenue by \$400 million USD in the first 12 months of use. Since going live in April 2011, Ryanair stock price has nearly doubled, with market capitalization at €4.5 billion higher than before airRM.



“ Ryanair selected airRM after an evaluation process involving a number of other vendors. We were impressed with the comprehensive range of reporting and analysis tools within the system and the speed with which ideas are turned into working features by the team at RMS. airRM gives us the right yield management platform to support us as we continue to grow profitably in the coming years. ”

Ciaran Brannigan

Director of Load Factor & Pricing at Ryanair

Interested in learning more about our revenue management solutions for airlines?

[Learn more](#)