



Analytics and Consulting: Unlock Your Airline's Business Potential

accelya



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Analytics and Consulting

Airlines are always on the lookout for new opportunities, markets and business models to improve their revenues and profitability. But they often ignore sizeable opportunities within their existing processes. Accelya's analytics and consulting experts engage with airlines to unlock this hidden business potential across network planning, revenue management, sales and marketing, alliances and finance.

Using a proprietary framework, The Accelya Consulting Wheel, covering five phases – Benchmark, Analyze, Recommend, Implement and Track – that delivers positive impact on airlines' revenue and profitability. This is a proven methodology and ensures timely and predictable outcome to airlines.



Accelya Consulting Wheel





Accelya Consulting Methodology

Benchmark	Business and Policy Review: Understand an airline's business challenge and find correlation between the existing policies and business challenge.
	Market Watch: Study the political, economic, social, technological, legal, and environmental (PESTLE) factors that impact the identified challenge.
	Performance Metrics Definition: Formulate performance parameters to measure and monitor the specific business challenge.
Analyse	Gap Analysis: Identify and analyze the gap between actual and desired business performance.
	Opportunity Identification: Quantify the opportunity and shortlist plausible approaches to bridge the gap.
	Simulation: Evaluate the approaches through a series of recursive simulation tests (by changing influencing policies, processes and factors) and identify the most effective approach.
	Goal Setting: Set achievable goals and targets based on simulation results.

Recommend	Business Case Development and Presentation: Create and present a business case to the airline management, outlining the business challenge, analysis, simulation results, achievable goal and recommendations.
	Validation and Acceptance: Work with stakeholders to validate recommendations and get an acceptance.
Implement	Plan: Detailed planning to execute the recommended changes.
Roll Out	Execute the changes (by the client business team)
Track	Performance Metrics Monitoring: Monitor the performance metrics, post implementation.
	Goal Tracking and Reporting: Track achievement against defined goals

Why Consult Accelya

Airline Finance and Commercial Focus: Accelya works with 200+ airlines and has provided solutions and services to the airline industry for over 40 years. This places Accelya in an advantageous position to understand airline financial and commercial processes and simplify them.

Proprietary Consulting Framework: Accelya follows a proprietary methodology, The Accelya Consulting Wheel, that is designed to deliver predictable and timely business results.

High Impact on ROI: Accelya's consulting engagements result in recommendations with minimal cost, high return and quick turnaround to airlines.

Airline Industry Insights: Accelya's Analytics and Consulting experts constantly study macro-economic factors that impact the airline industry and produce in-depth analyses that airlines can use to craft their business strategy.





Accelya is a leading global provider of technology products and services to the travel and transport industry. Founded in 1976, Accelya delivers financial, commercial, cargo and analytics solutions designed for a world on the move. Formed through the merger of Accelya and Mercator, Accelya provides the mission critical solutions that account for and manage more than 5 billion financial transactions and 75 million tons of cargo annually. Accelya is headquartered in Barcelona, with offices around the world, and serves as a strategic partner for more than 400 airlines, travel agents and shippers.

For more information please visit
www.accelya.com