

Next Generation Airline Revenue Management

Contents

A smarter way to maximize revenue	1
What makes airRM different?	3
Airline revenue management the way it should be	5
Unique capabilities	7
Complete deployment and upgrade flexibility	13
Access to resources, product, and industry expertise	15

A smarter way to maximize revenue

It's no secret that the airline industry is becoming increasingly price competitive. With a rapidly expanding market and the escalating influence of consumers, airlines are feeling the pressure and challenge to sell the right seat to the right customer, at the right time and for the right price. To make such decisions, you need an airline revenue management solution that can continually gauge the market's pulse and deliver an extensive set of tools to proactively manage these changes.

airRM does just that. Designed in collaboration with some of the world's most successful airlines, and developed by real-world airline revenue management professionals, airRM is a next generation solution that redefines what airline revenue management technology can be. Data-driven, with industry-specific capabilities, deep integration, and unparalleled control, airRM is a best-of-breed airline revenue management solution that empowers you to stay competitive at every phase of your growth.


A photograph of an airplane cabin interior, showing rows of light blue seats. Passengers are seated, with some visible from the back. The cabin is brightly lit, and the perspective is from the aisle looking down the length of the plane. A dark blue diagonal overlay covers the bottom right portion of the image, containing white text.

Over 600,000,000
passengers carried by
airlines using airRM each year

What makes airRM different?

airRM is a continually evolving airline revenue management system with ground-breaking tools not available in any other system on the market today. It integrates and displays a wealth of critical information from traditional and non-traditional sources allowing analysts to take full advantage of fleeting opportunities in the marketplace. airRM is a comprehensive and robust solution that is focused on helping users make more efficient, more informed, and, ultimately, more profitable decisions for your airline.

As the chosen partner of more than 80 airlines, airRM has proven itself as the solution for today's most forward-thinking airlines. Developed to meet the needs of every tier of the industry – legacy, hybrid, LCC, and ULCC - airRM provides a flexible solution featuring modern revenue management functionalities that evolve with market demands to take advantage of all the rich data and distribution controls that the internet makes available.



More than 80 airlines
use airRM to increase revenue
by 10% or more per year

Airline revenue management the way it should be

Every traditional airline revenue management system offers forecasting and optimization and inventory management, but today's airlines need much more. airRM is architected and delivered in a flexible way that lets you to incrementally take advantage of innovative capabilities, proven forecasting and optimization models, and the advanced analysis and accuracy tools you would expect.

In response to the needs of today's airlines, airRM has evolved to contain an added layer of features and functionality that step in when historical data doesn't permit traditional forecasting. It also delivers a more comprehensive view of the competitive landscape than any other revenue management solution and an abundance of powerful reporting tools - all in one integrated offering.

“ 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



Unique capabilities

Apply proven forecasting technology

airRM incorporates sophisticated forecasting models that are influenced by year-over-year and week-over-week history, recent behavior, seasonal patterns, competitive fare positions, look-to-book ratios, and user-defined events. It can apply those models whether your airline uses a leg, segment or O&D-based inventory strategy. Users are able to examine, modify, reconfigure, recalculate, and assign specific forecasts to flights. Forecast analysis and accuracy tools allow for an in-depth examination of the information used to build forecasts for individual flight departures, as well as the accuracy of forecasts created by the system, over time.

Optimize every revenue opportunity

Optimization models have evolved to meet the demands of the airline industry – from the Littlewood EMR model, through several generations of EMSR models, and on into today's price elasticity based models. airRM delivers all of these optimizers together in a single product. This provides your airline with the flexibility to select the best optimizer for your particular situation, with the goal of maximizing revenue on every flight and throughout the network. Individual optimization variables may be configured at a system, market, or flight departure level.


Leverage multiple flight-level inventory controls in real-time

With holidays, new competitors, macroeconomics, political instability, and countless other variables contributing to constantly shifting market dynamics, airRM enables multiple ways to optimally control and report on inventory, while quickly reacting to such changes. One such tool is the business rule utility which allows analysts to set class level allocations for any day prior to departure, and introduce automation without the risks inherent with traditional revenue management inventory control methods. airRM also seamlessly manages revenue-critical flight decisions with time-saving tools integrated into the system, allowing users to query and action flights seamlessly with a click of a button.

revenue
management
systems 

An Accelya Group Company





Make data actionable in the moment

airRM opens the door to a multitude of rich data sources and provides users with the critical information needed to make allocation decisions. Average fare, current seats available, total bookings, local bookings, connecting bookings, current revenue, remaining demand, forecasted boardings, optimal AUs, and real-time bookings by bucket are just a few of the more than 60 display options to choose from. Other data available in airRM includes competitor fares, look-to-book statistics, tour operator data, OD crossing traffic, surrounding flights in the market, seasonal patterns, recent flight and market bookings build, effective and discontinued fare basis codes, and user-selectable graphs. This allows you to rapidly play out multiple hypothetical scenarios more quickly and to view and make decisions on hundreds of flights simultaneously.

Customize data visualization

airRM delivers more than 100 powerful breakthrough reporting tools, making it easy to look at rich, integrated data in thousands of ways. With more elements to examine and more ways to customize reports, users can create, save, and modify reports, and export the results in a number of formats to convey critical business information. Authorizations, availability, bookings, revenue, pickup, load factor, no-show, go-show, revenue per available seat km, revenue per revenue seat km, and average fare are just a few of the reporting elements that are available for detailed or summary reporting. Leverage these tools to also determine the value of future bookings, not just the quantity, using a unique methodology that establishes the value of future revenues and gain the insights needed to adapt quickly to shifting market conditions.



“The daily data capture stored by airRM is an invaluable source of detailed flight information which we can access quickly and easily. The airRM Reports Suite enables us to create clearly presented management and performance information that can be used by various stakeholders throughout the business. In addition to the daily scheduled reports that are automatically e-mailed throughout the airline, we can also quickly support data requests from senior management or departments by creating ad-hoc report queries.”

Monarch Airlines



Complete deployment and upgrade flexibility

airRM is hosted by RMS, with access and flexible configuration of servers and software installation - without the hassle of sourcing, funding, and maintaining equipment at your site. airRM is ready to support whatever choice is best for your business. We are constantly developing features and functions to address their ever-changing needs. Thanks to the highly nimble, simple to configure, and open airRM platform, those enhancements and upgrades can happen easily.



Access to resources, product, and industry expertise

Our consultancy services give you continual access to some of the best minds in the field and in the industry, enabling you to tap into our cumulative expertise to stay ahead of the curve. We bring real-world expertise to the challenges airline face. Working with airlines around the world, we've developed a multitude of solutions and seen nearly every configuration imaginable. We've learned what works – and what doesn't. We're uniquely positioned to help you benefit from the decades of in-depth sector knowledge built in to our solutions, by building a foundation for success for your airline to continually optimize as the industry evolves.





Ready to learn more about airRM?

Visit www.revenuemanagement.com for more information on how we can help meet your airline's needs.

Revenue Management Systems (RMS), an Accelya Company, has been developing airline revenue management systems in cooperation with some of the most successful airlines in the world today. Today, with offices on four continents, the company's purpose-built solutions are deployed in over 80 airlines that carry more than 600,000,000 passengers a year. RMS, founded in 1996, was acquired by Mercator, a leading provider of software platforms and product-led solutions to the global travel, transportation, and logistics industry in April 2016. The company's newest offerings are bringing forecasting, optimization and other cutting-edge revenue management capabilities to additional industries such as rail and cargo to enable more informed and more profitable decisions.