



# Analytics and consulting services for global airlines



Airlines operate on wafer-thin margins in a highly competitive and dynamic marketplace.

Predictably, airline senior management are forever seeking new ways to grow revenues, increase profits, and corner the market share. But, often, the best opportunities are closer to home—locked in the complexity of their existing processes.

Accelya recently launched an analytics and consulting service to help airlines unlock millions

of dollars' worth of overlooked opportunities and savings in their existing operations.

Speaking on the launch, Gopal Shettigar, Head of Analytics & Consulting at Accelya said: "Our analytics and consulting team specializes in uncovering these opportunities that can be up to 2% of airline annual revenues. The unique selling point of our service is that airlines do not need to make huge investments, hence the outcome directly

impacts the airline bottom line."

Accelya experts use a combination of advanced analytics and a deep understanding of the aviation industry to identify hidden business potential within airline processes, be it network planning, revenue management, sales and marketing, alliances or finance.

Accelya uses a proprietary methodology broken down into five phases; benchmark, analyse,

recommend, implement, and track. This methodology ensures that Accelya is highly responsive to opportunities and delivers positive results for airlines' revenue and profitability.

Accelya's analytics and consulting team also publishes IMPACT, a market research initiative that provides an in-depth analysis of market trends and their impact on the aviation business.

**To know more visit:**  
**w3.accelya.com.**

## IATA Corporate Communications

**Vice President** Anthony Concl  
**Creative Direction** Richard McCausland  
**Assistant Director** Chris Goater  
www.iata.org

## Editorial

**Editor** Graham Newton  
**Designer** James Tuthill  
**Picture editor** Claire Echavarry

## Production

**Production manager** Jane Easterman  
+44 (0)20 7880 6248  
jane.easterman@redactive.co.uk

**Publishing director** Aaron Nicholls

## Advertising

**Business development manager**  
Nigel Collard +44 (0)20 7324 2763  
nigel.collard@redactive.co.uk

We welcome feedback, content ideas. Subscription and distribution requests should be made to: [airlinesint@iata.org](mailto:airlinesint@iata.org)



Follow IATA on Twitter @IATA and join our LinkedIn group

Published by Redactive Media Group,  
17 Britton Street, London EC1M 5TP, UK  
+44 (0)20 7880 6200 [www.redactive.co.uk](http://www.redactive.co.uk)



The opinions expressed in this publication are those of the individual authors or advertisers and do not necessarily reflect those of Redactive, IATA or its members. The mention of specific companies or products in articles or advertisements contained herein does not imply that they are endorsed or recommended by IATA or Redactive.



**Airlines International is available free for iPad and Android devices**  
Download from the Apple and Google Play stores

## Upcoming Airlines International Daily publications include:

World Passenger Symposium,  
Dubai – October 18–20, 2016  
AVSEC World,  
Kuala Lumpur – October 25–27, 2016

IATA Ground Handling Conference (IGHC), Bangkok – May 21–24, 2017

For information on advertising or including content in these event dailies, please contact:

Nova Abbott (Asia Pacific)  
+886 (0)6 2217123  
nova.abbott@redactive.co.uk

Nigel Collard (Rest of World)  
+44 (0) 20 7324 2763  
nigel.collard@redactive.co.uk