Introduction & Agenda

Revenue optimization workshop

Product Management, Revenue Management
December 5th 2016, Doha

We are happy to see you again

_ Thomas FIIG, Director Chief Scientist

_ Luc CHOUBERT, Associate Director R&D RM/DP

_ Driss ISMAILI ALAOUI, Product Management RM/I MENA

_ Suraj MOHAMED, Principal Consultant RM

_ Christophe ROUX, Director AIT Solutions MENA

_ Jeremie RAMSAWMY, Product Management RM

_ Julian HAGEN, Product Management DP

_ Francois WEISSERT, SVP Technology Officer

_ Remy LE GUEN, Product Management RM

What we presented you and discussed last time we met in DOH, 3rd & 4th October 2016

_ Why we do RM and what we do differently

- Customer choice-based RM (Fare Families & product preferences, willingness to pay, travel purpose)
- Access to quality data
- Processing capability
- Consistent execution across sales channels

_ Our revenue optimization portfolio of solutions

- From availability processing, group management, RM
- Up to distributed infrastructure and Dynamic Pricing

_ Main drivers of our RM roadmap

We understand you would like to know in more details

_ Altéa Network RM

- Science and data-driven methodology
- Business workflows and analytics

_ Detailed plan of our RM roadmap

_ And more

- Business transformation and change management
- Dynamic Pricing
- Cloud availability and code-share solutions

We were kept busy over the last couple of weeks

- Amadeus Revenue Optimization Forum 2016
  - Where we would be happy to see you next year ☺

- Altéa Network RM customer choice-based production roll out

- Altéa Group Manager production roll out start

What we propose through this workshop

_ Help you reach the level of understanding of our solutions you look for

_ Answer any of your question and present you transparently
- What we already have
- What we plan to deliver

_ Identify what your business needs critically

_ Keep nature & content of our discussion strictly confidential

Agenda – 05 and 06th December

Day	Timing	Item	Abstract
05DEC	08:30 - 09:30	**Intro**	**Summary of QR/1A discussion so far, workshop objectives and agenda**
	09:30 - 10:00	**NRM - system overview**	**Summary of system main functionalities, functional workflow and data flows**
	10:00 - 10:15	Break	
	10:15 - 12:15	**NRM - scientific corner**	**Presentation of demand forecasting logics in NRM** Choice based model (MNL), parameter estimation, FF forecasting & Marginal Revenue Transformation, comparison with Bayesian model)
	12:15 - 13:15	Lunch break	
	13:15 - 14:15	**NRM - scientific corner**	**Presentation of demand forecasting logics in NRM (continued)**
	14:15 - 16:15	**NRM - scientific corner**	**Presentation of yield generation logics in NRM** Use of revenue accounting and fare filing data, re-pricing mechanism, interactions with downstream RM processes
06DEC	08:30 - 10:30	**NRM - business workflows**	**Demo of analytics/dashboards, user interventions**
	10:30 - 10:45	Break	
	10:45 - 12:00	**NRM - business workflows**	**Demo of analytics/dashboards, user interventions (continued)**
	12:00 - 13:00	Lunch break	
	13:00 - 15:00	**RM roadmap & vision**	**Presentation of roadmap items and timeline**
	15:00 - 16:00	**RM roadmap & vision**	**Focus of specific roadmap items** Adaptive forecast and market-based forecast

Agenda – 07 and 08th December

Day	Timing	Item	Abstract
07DEC	08:30 - 09:15	**NRM implementation**	**Presentation of standard project planning and activity**
	09:15 - 10:45	**Business transformation**	**Presentation of the business transformation framework** Review of organizational set-up and business practices, for smooth business adoption and maximized system usage
	10:14 - 11:00	Break	
	11:00 - 12:30	**Business transformation**	**Presentation of the business transformation framework (continued)**
	12:30 - 13:30	Lunch break	
	13:30 - 15:00	**Dynamic Pricing**	**Presentation of Dynamic Pricing science and business update on implementation challenges**
	15:00 - 16:00	**Cloud availability**	**Presentation of Amadeus distributed architecture**
08DEC	08:30 - 09:30	**Advanced code-share solutions**	**Presentation of Amadeus solutions for code-sharing and airline partnerships**
	09:30 – 11:00	**Benefits estimation**	**Walk through value calculation document and discussion around simulation methodologies**
	11:00 - 11:15	Break	
	11.15 - 12:30	**RM & network scheduling**	**Business update on Optym and Amadeus partnership**
	12:30 - 13:30	Lunch break	
	13:30 – 15:00	**Wrap-up**	**Joint review of main outcomes and definition of next steps**
	15:00 - 16:30	Parking area	

Thank you!

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