

A Qatar Airways aircraft is shown in flight, banking upwards. The word "QATAR" is prominently displayed in maroon on the white fuselage. The aircraft is flying above a thick layer of white clouds, with a clear blue sky above and a blue ocean below. A large, semi-transparent blue circle is overlaid on the right side of the image, containing the text.

Wrap up & next steps

Revenue optimization workshop

Product Management, Revenue Management
December 5th 2016, Doha

Our motivation was to share with you all the details on our investment in revenue optimization

_ We thank you for your time and hope you find the session insightful

- Great large audience
- Extensive (and demanding 😊) Q&A sessions

_ We presented

- Why we invest in RM & Pricing: fundamental business concepts & differentiators
- RM, Dynamic Pricing, Business Transformation
- Our vision & roadmap plan

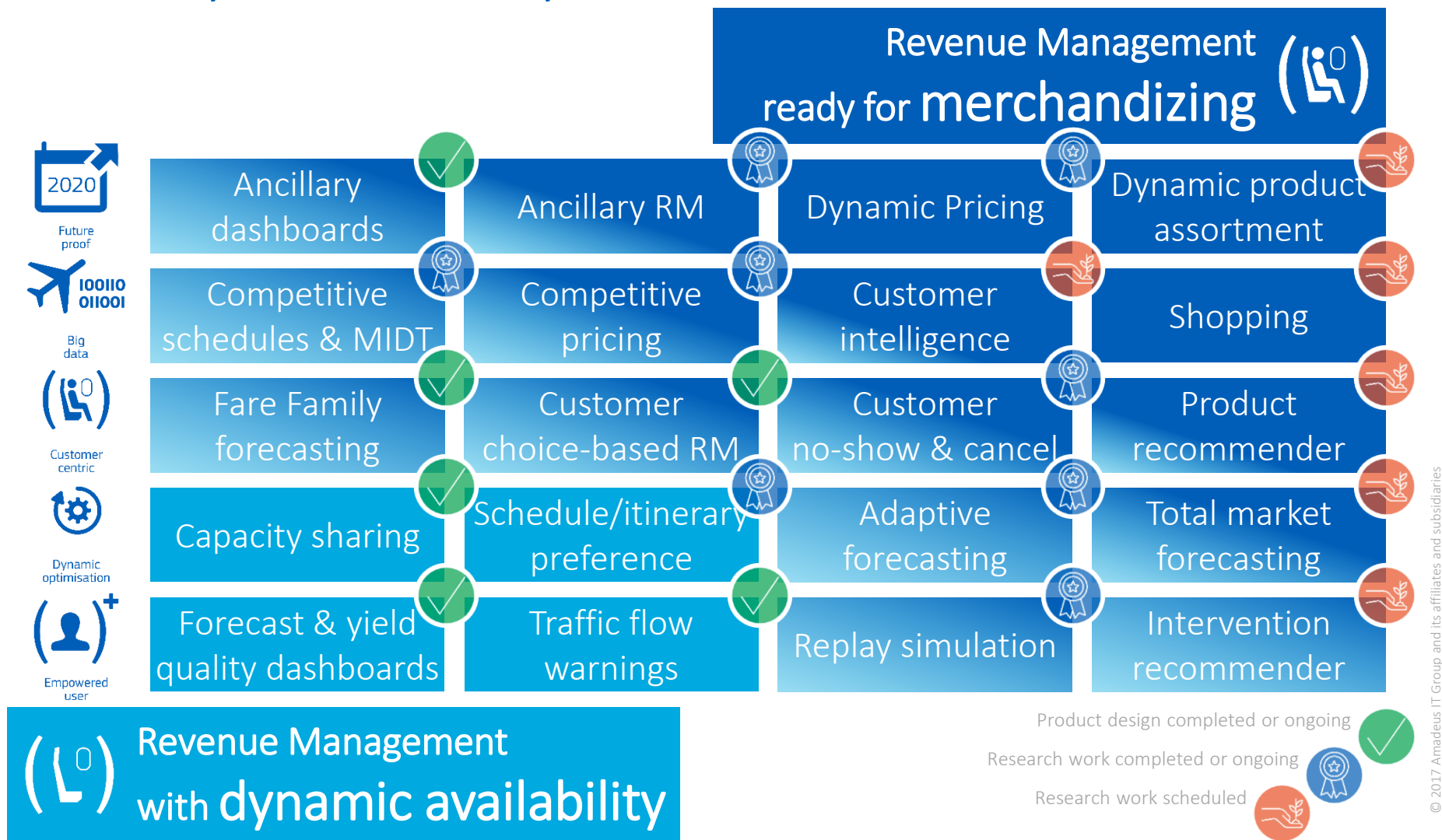
Our approach to Revenue Management relies today's business assumptions

- _ Align your RM and the products you sell to your consumer base
 - Customer choice & Fare Family modeling, travel purpose
- _ Counter the price spiral-down effect
 - Marginal Revenue Transformation, fare adjustments
- _ Optimize profit, balance volume vs. value driven strategies
 - No DCP, carrying cost, volume/revenue trade-off & WTP interventions
- _ Changes to O&D business operations
 - Managing traffic flow net demand
 - Managing demand by customer segment
 - Managing a new forecast output, i.e. willingness to pay

We have received your valuable feedback and we believe it fits in well our investment plan for RM

- _ Reflect in RM your commercial targets/budgets
- _ Evaluate RM performance effect of user interventions
 - Dashboards and simulation capability
- _ Improve usability!!
 - Business workflows, dashboards, alerts
- _ Make RM less myopic
 - Total market forecast, external data in RM
- _ We would be happy to
 - Identify items from our roadmap have a specific interest for
 - Learn from any other idea you have

What are your specific interests to our roadmap and any other idea you have?



Next steps

- _ Provide you with workshop materials
- _ Clarify specific items recorded
 - New traffic flow sponsoring (batch-driven vs. interactive), Yield correction inversion mechanism
- _ Progress on simulation work
 - Engagement on both PODS and Amadeus platforms
- _ Progress on identification of specific cooperation items?
 - Update on mid JAN17
- _ Follow-up sessions?

Thank you!