

Amadeus vision & roadmap

Revenue optimization workshop

Product Management, Revenue Management
December 5th 2016, Doha

Agenda

1. Why present Revenue Management must change?
2. Our Revenue Management roadmap

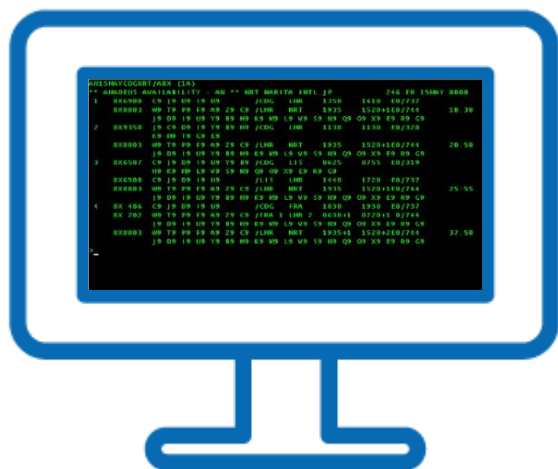
1

Why present Revenue
Management must
change?



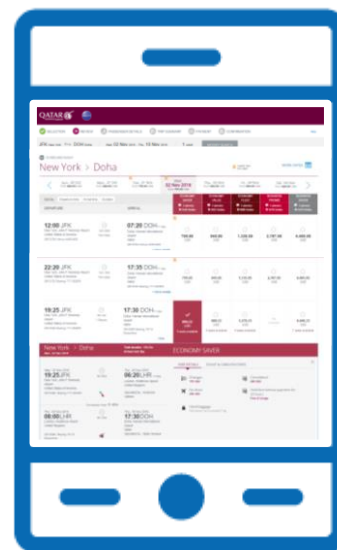
Distribution channels changed, as well as demand characteristics and purchase behaviors

In the 90's most of sales were done on
cryptic



Independent demand
by booking class

Today **internet** becomes the prime
sales channel



Dependent demand
across booking classes

Our understanding of market evolution and forward industry trends



In the 90's most of sales were done on **cryptic**

flight seat-oriented sales

mass offering
capacity-oriented

preset prices
ATPCO filing



(L⁰) Revenue Management
with **dynamic availability**



Today **internet** becomes the prime sales channel

total offer-oriented sales

Fare Families
+ ancillary options
+ cross-sell packages

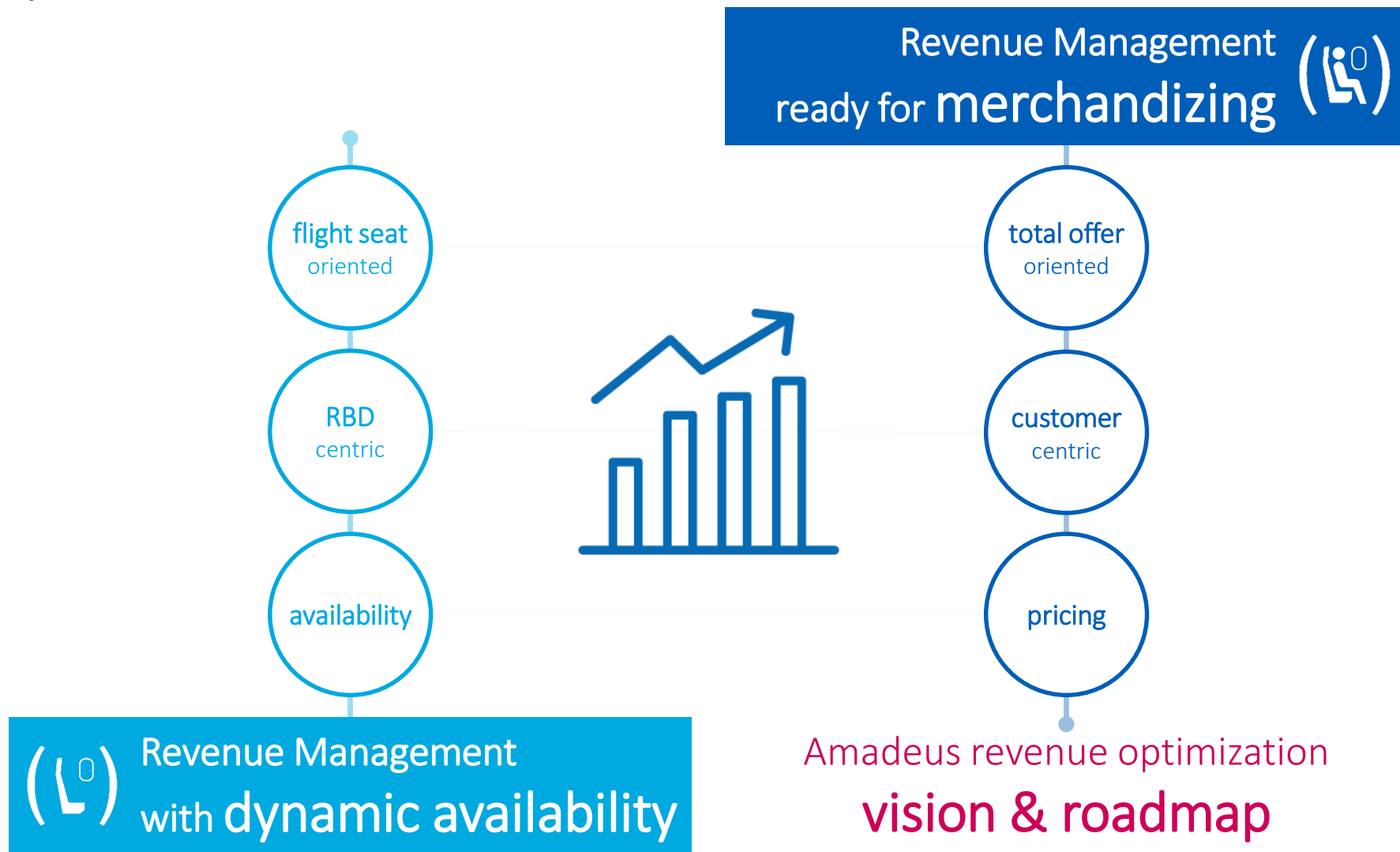
personalization

dynamic pricing



Revenue Management (I⁰)
ready for **merchandizing**

This calls for a major shift in RM logics and practices



Our revenue optimization vision & roadmap relies on 2 major drivers

Improve
Revenue
Management

Keep core RM functions & practices at the leading edge

Innovate & develop new revenue streams through advanced demand modeling, optimization, fare valuation & group management



Innovation

Increase efficiency of your business operations & enhance your user experience through the GUI

Become
the
merchandizing
brain

Support the evolution of Revenue Management in line with the industry shift towards merchandizing

Optimize revenue from your total offer, beyond flight seats, through dynamic assortment & pricing of your products

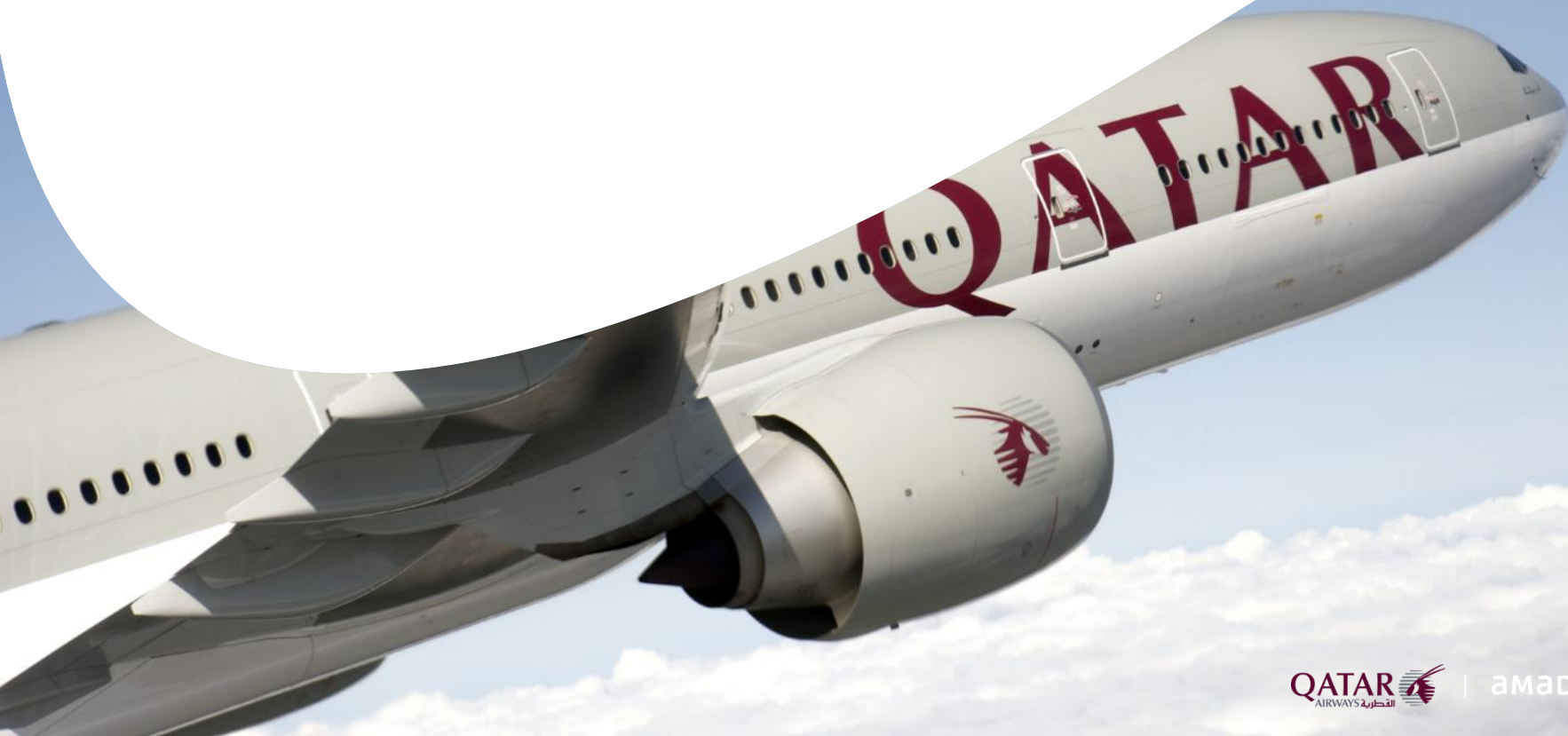
Maximize your contribution & conversion in every shopping session, through customer segmentation, choice modeling & usage of customer intelligence data in personalization



Future
proof

2

Our Revenue Management roadmap



Deliver incremental benefits to our customers and drive a safe & steady move to future RM practices

Revenue Management
ready for merchandizing (i0)



Future
proof



Big
data



Customer
centric



Dynamic
optimisation



Empowered
user

Total offer management

Big data driven RM

Extended customer behavior modeling

Advanced revenue optimization

Usability & efficiency of business operations



Revenue Management
with dynamic availability

Deliver incremental benefits to our customers and drive a safe & steady move to future RM practices

Revenue Management (L0)
ready for merchandizing



Future
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Big
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Customer
centric



Dynamic
optimisation



Empowered
user

Ancillary
dashboards

Ancillary RM

Dynamic Pricing

Dynamic product
assortment

Competitive
schedules & MIDT

Competitive
pricing

Customer
intelligence

Shopping

Fare Family
forecasting

Customer
choice-based RM

Customer
no-show & cancel

Product
recommender

Capacity sharing

Schedule/itinerary
preference

Adaptive
forecasting

Total market
forecasting

Forecast & yield
quality dashboards

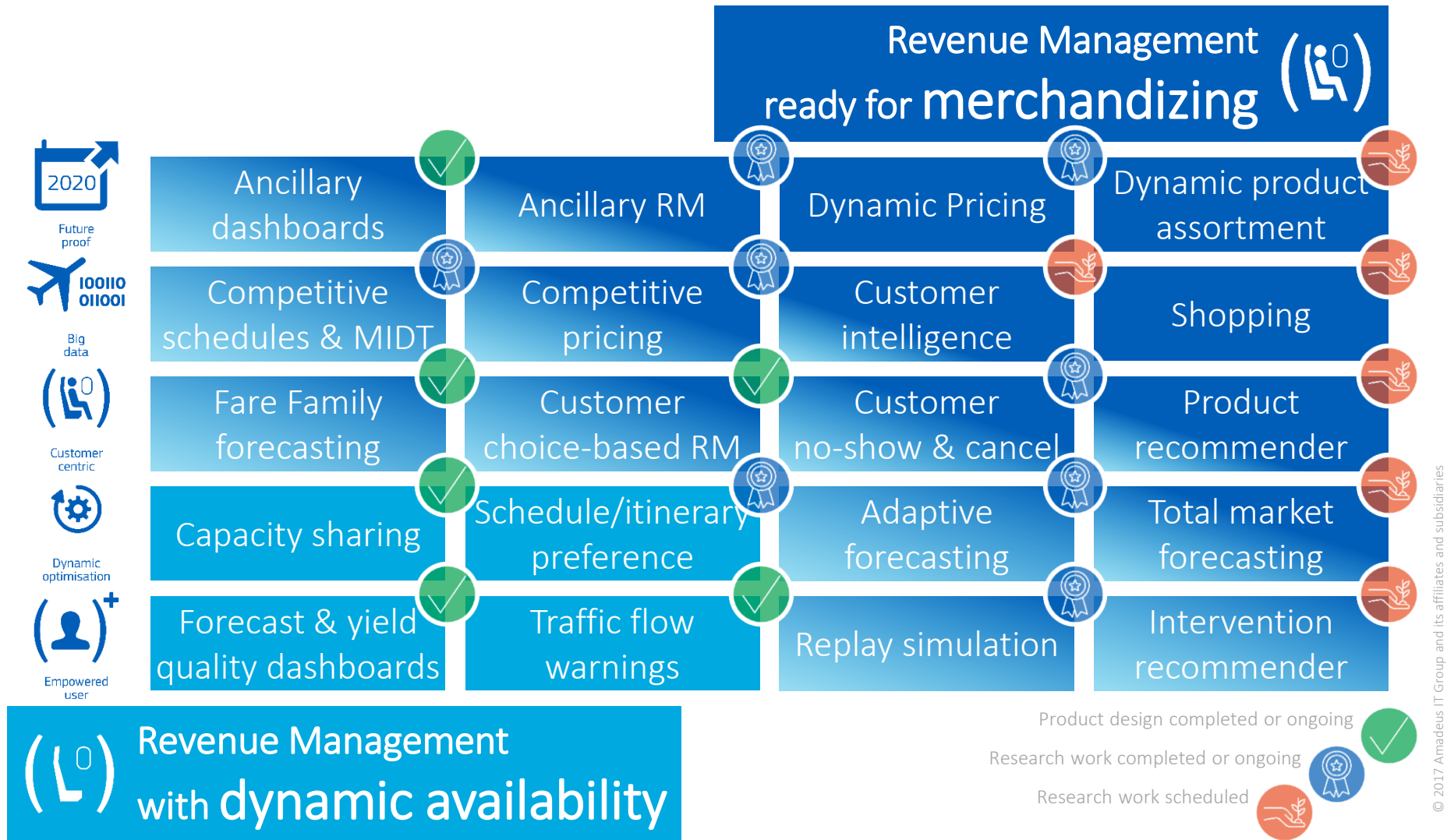
Traffic flow
warnings

Replay simulation

Intervention
recommender

(L0) Revenue Management
with dynamic availability

Our progress combines product design & research work with our customers & external organizations



Usability & efficiency of business operations

Detailed roadmap plan



Future
proof



Big
data



Customer
centric

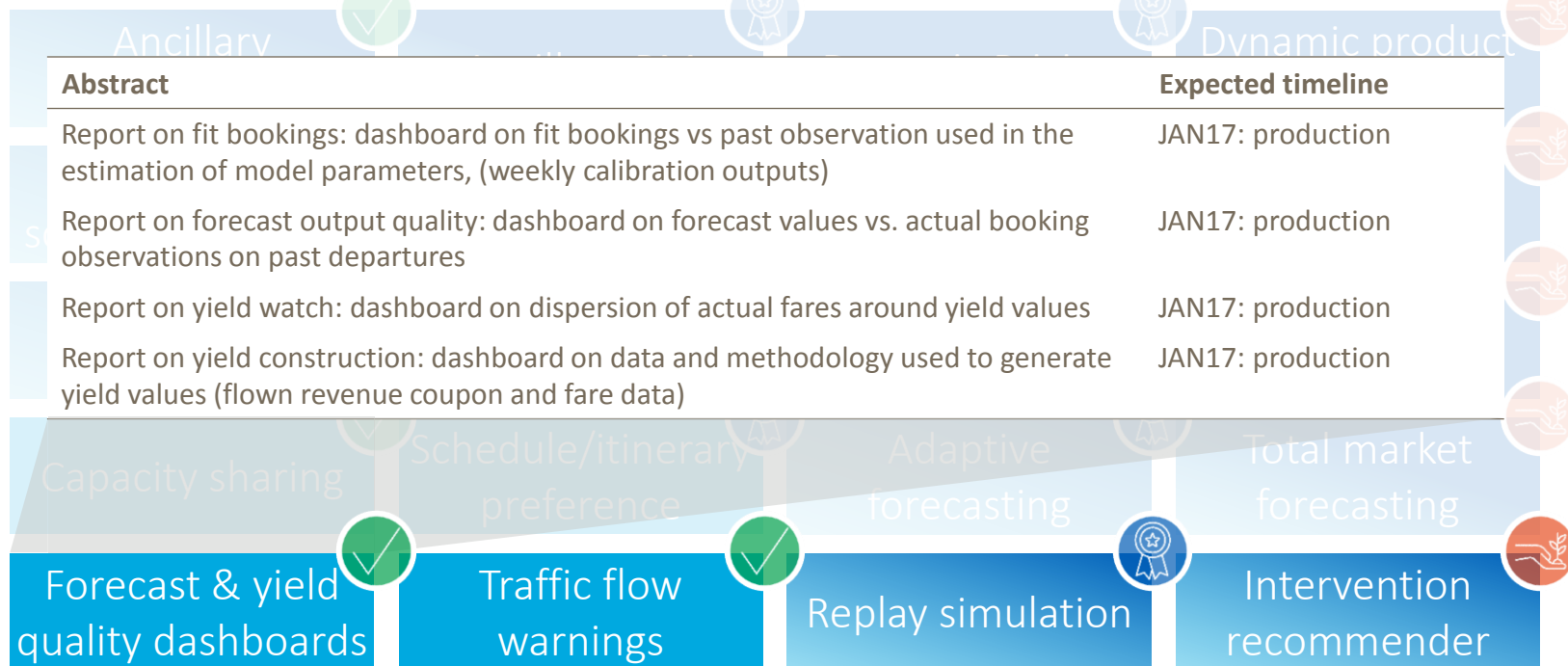


Dynamic
optimisation



Empowered
user

Revenue Management
ready for merchandizing (L0)



(L0) Revenue Management
with dynamic availability

Product design completed or ongoing ✓
 Research work completed or ongoing ✓
 Research work scheduled

Usability & efficiency of business operations

Detailed roadmap plan



Future
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Big
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Customer
centric



Dynamic
optimisation

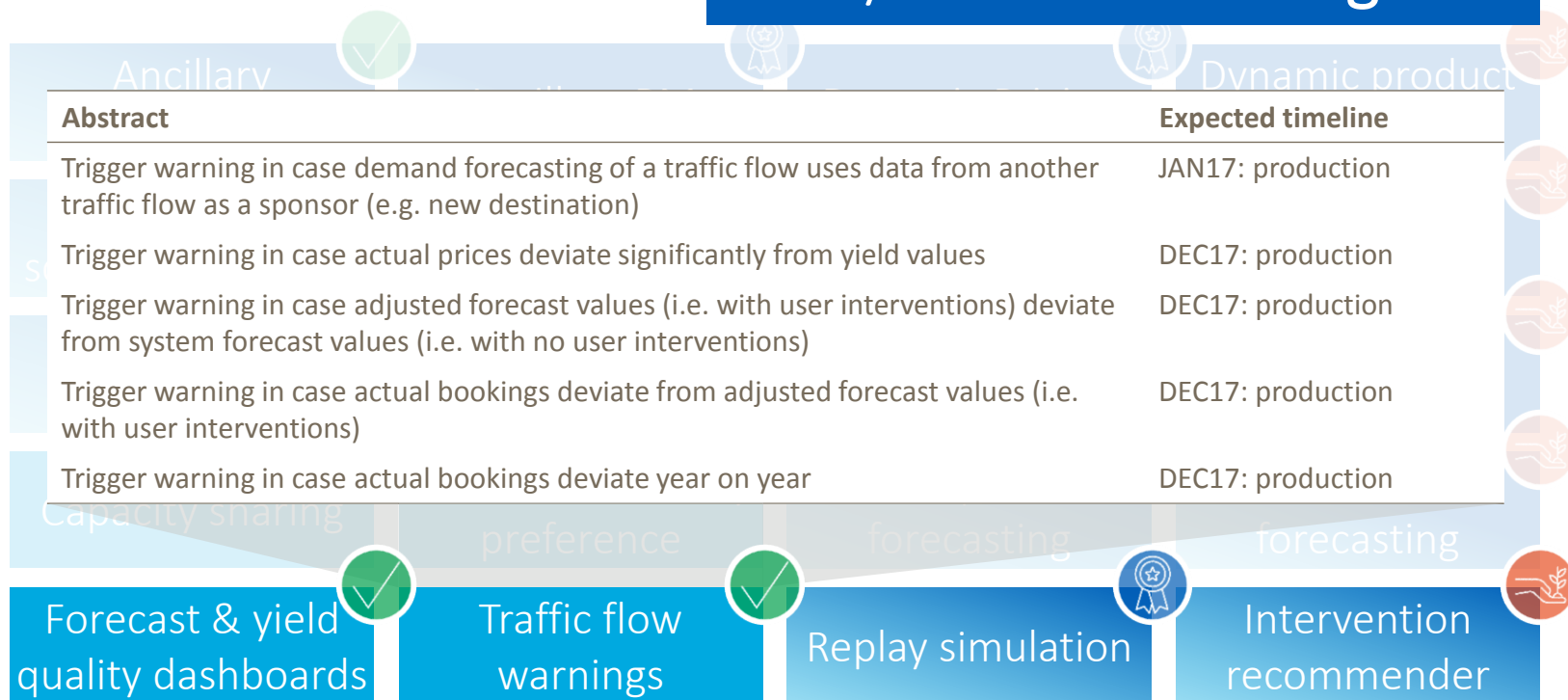


Empowered
user



Revenue Management
with dynamic availability

Revenue Management
ready for merchandizing (L0)



Product design completed or ongoing

Research work completed or ongoing

Research work scheduled

Usability & efficiency of business operations

Detailed roadmap plan



Future
proof



Big
data



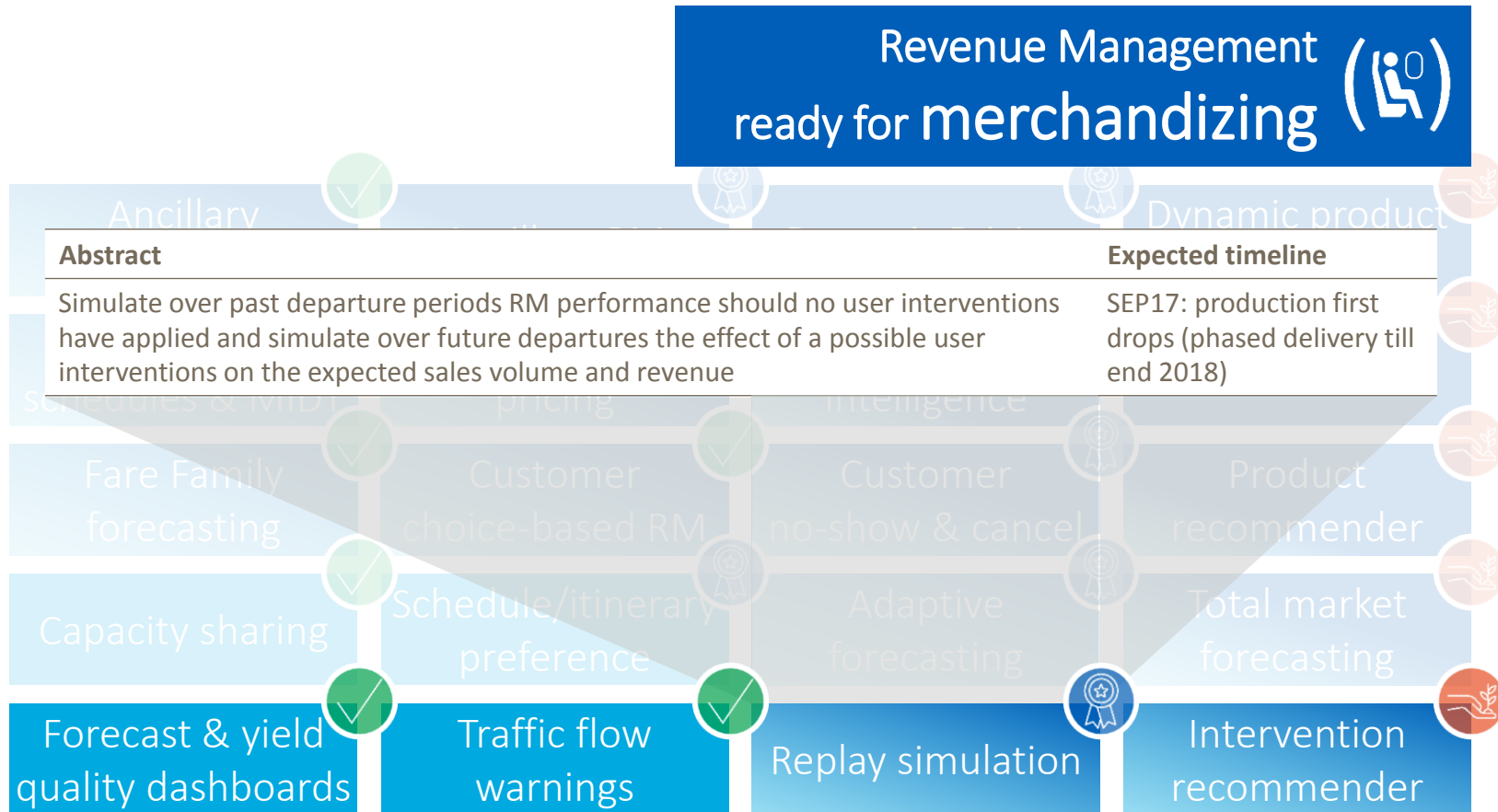
Customer
centric



Dynamic
optimisation



Empowered
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(L0) Revenue Management with dynamic availability

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Big
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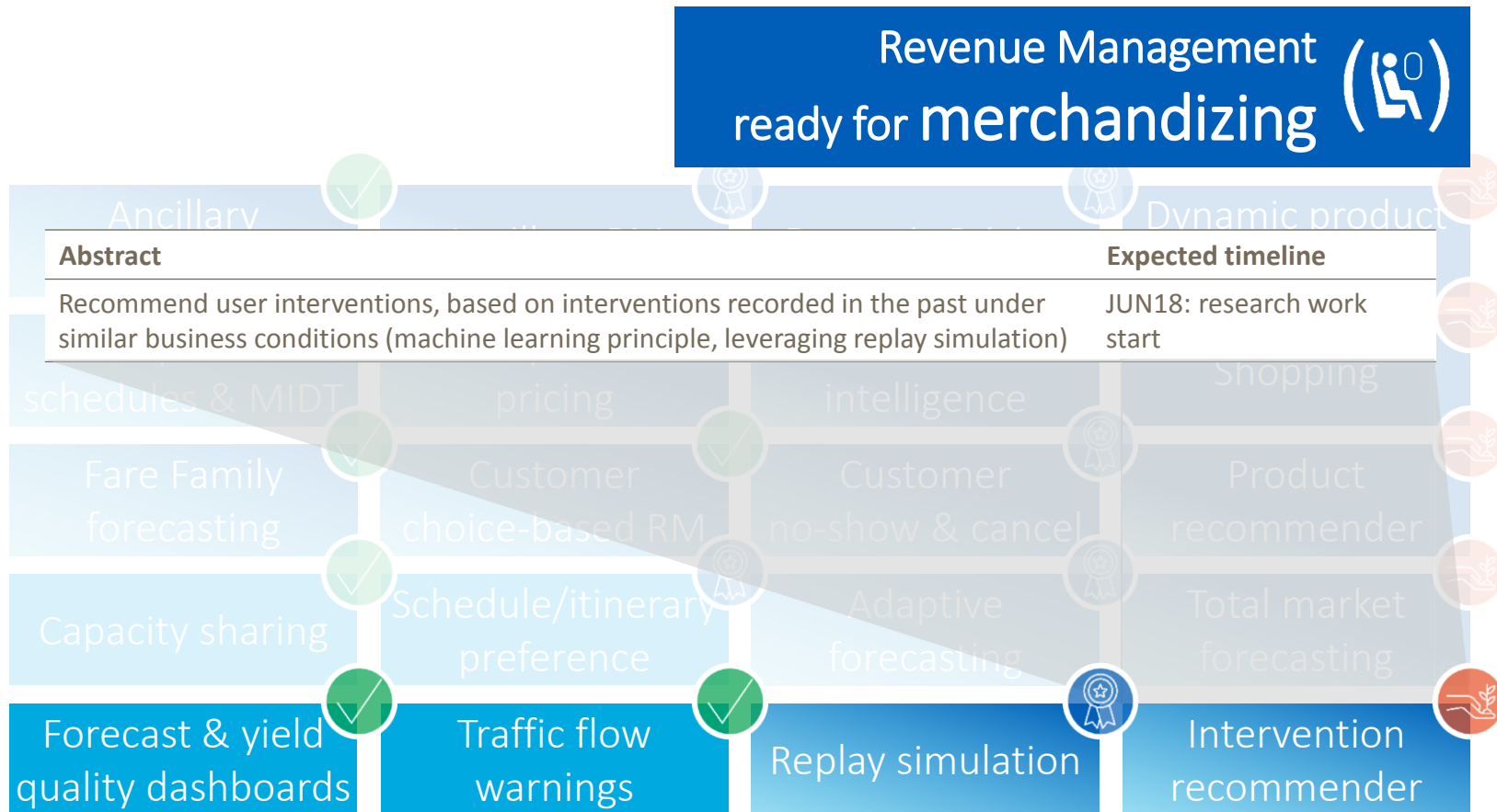
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Dynamic
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Empowered
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Revenue Management
with dynamic availability

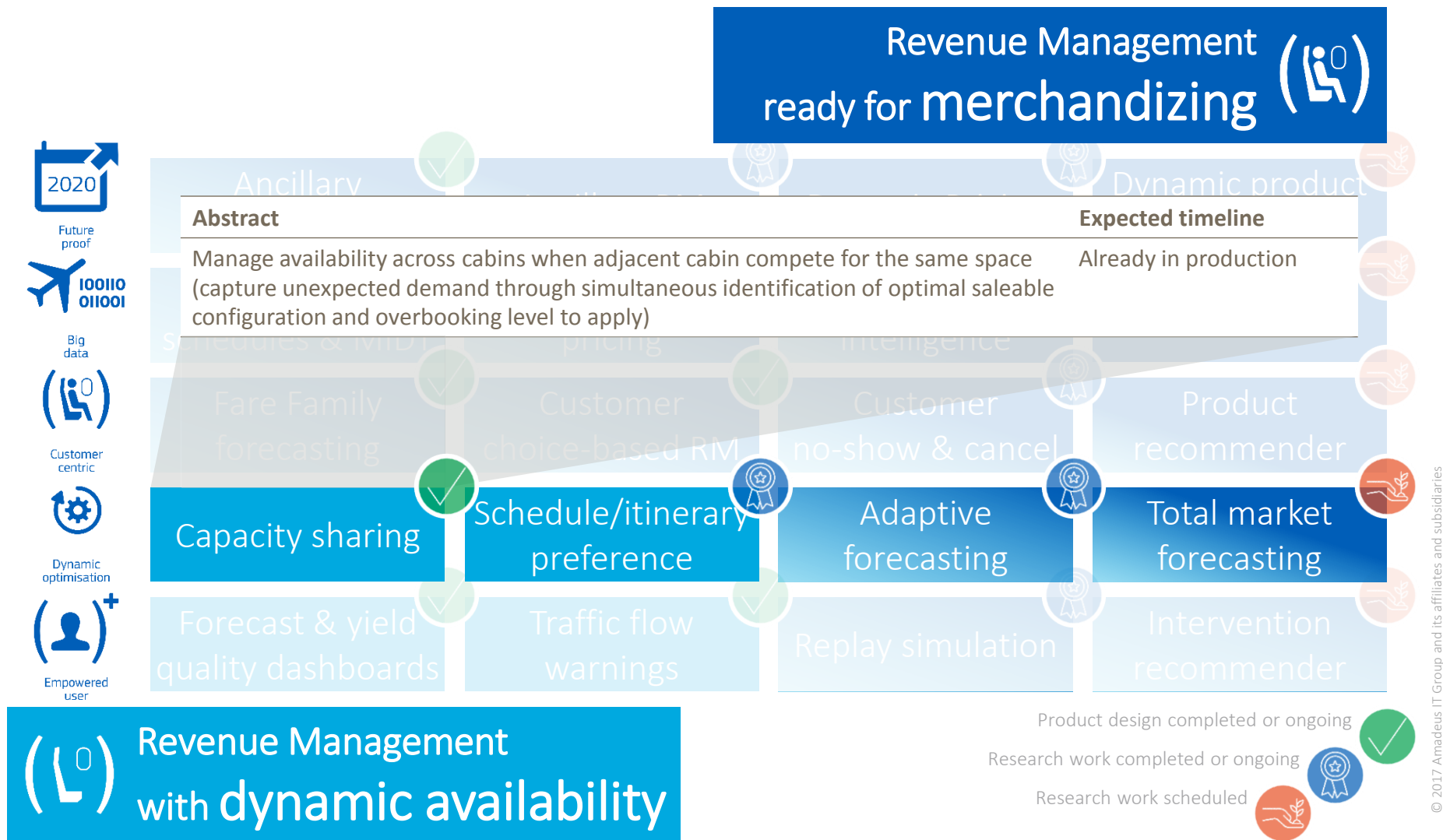
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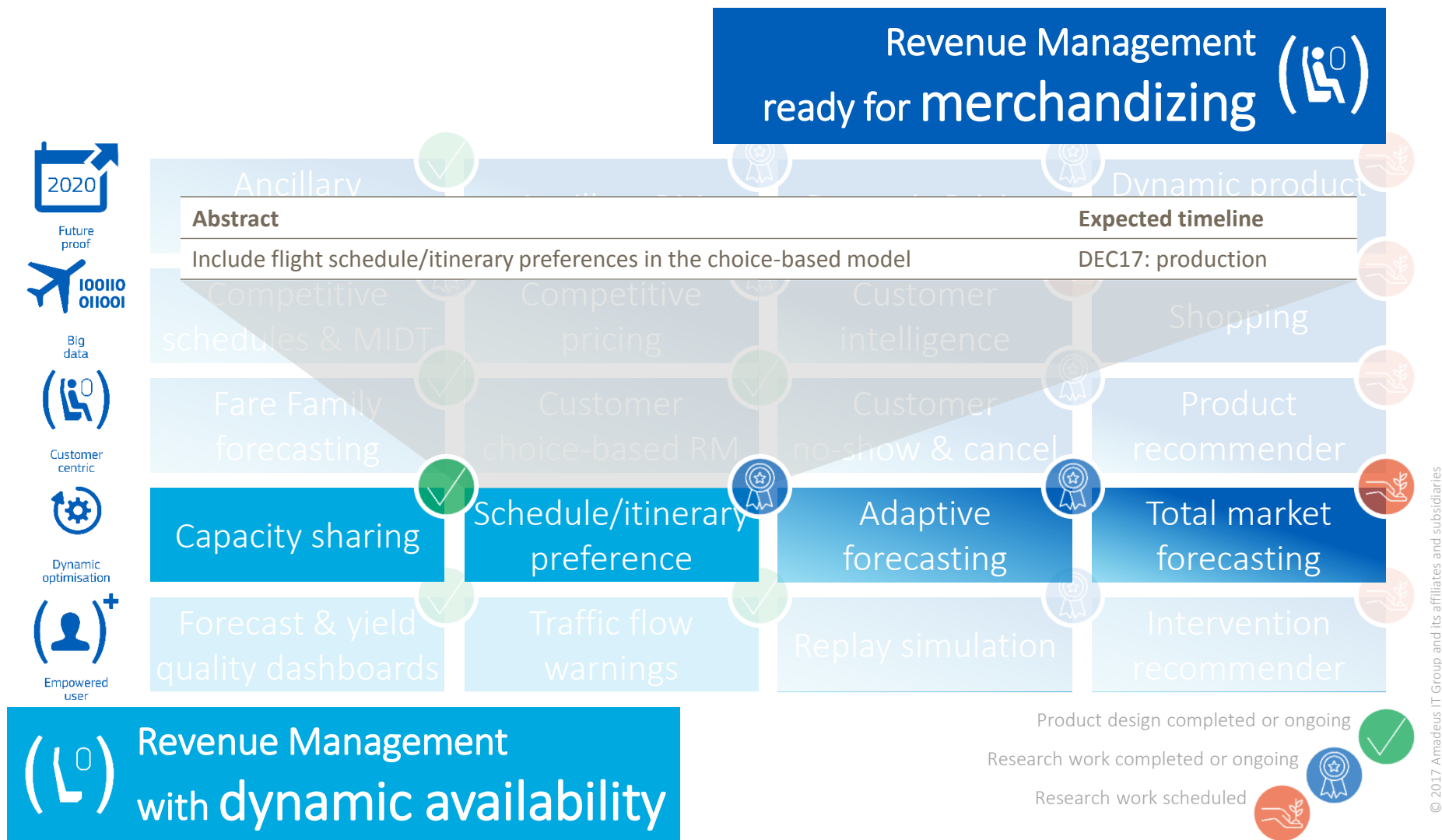
Advanced revenue optimization

Detailed roadmap plan



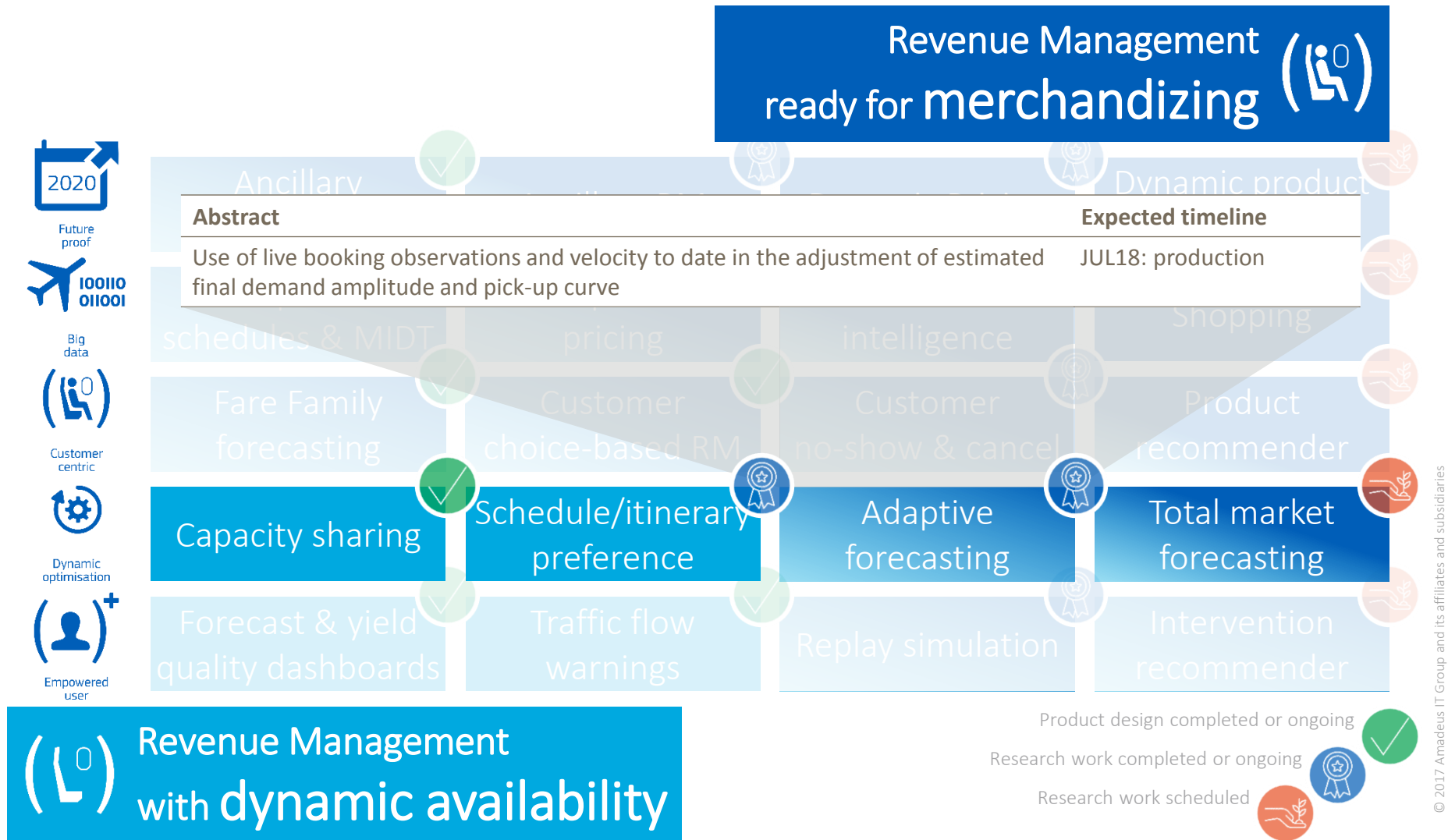
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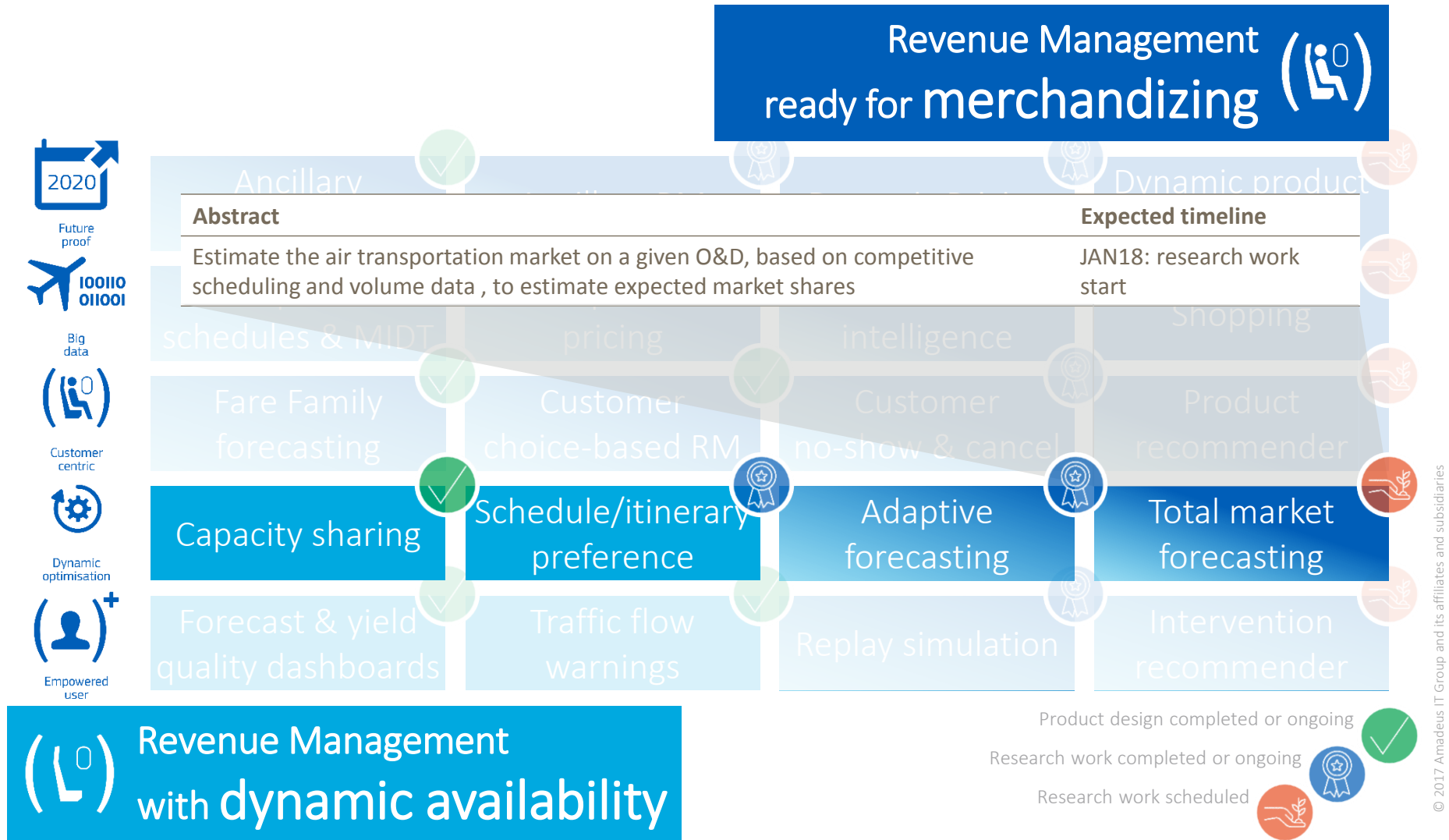
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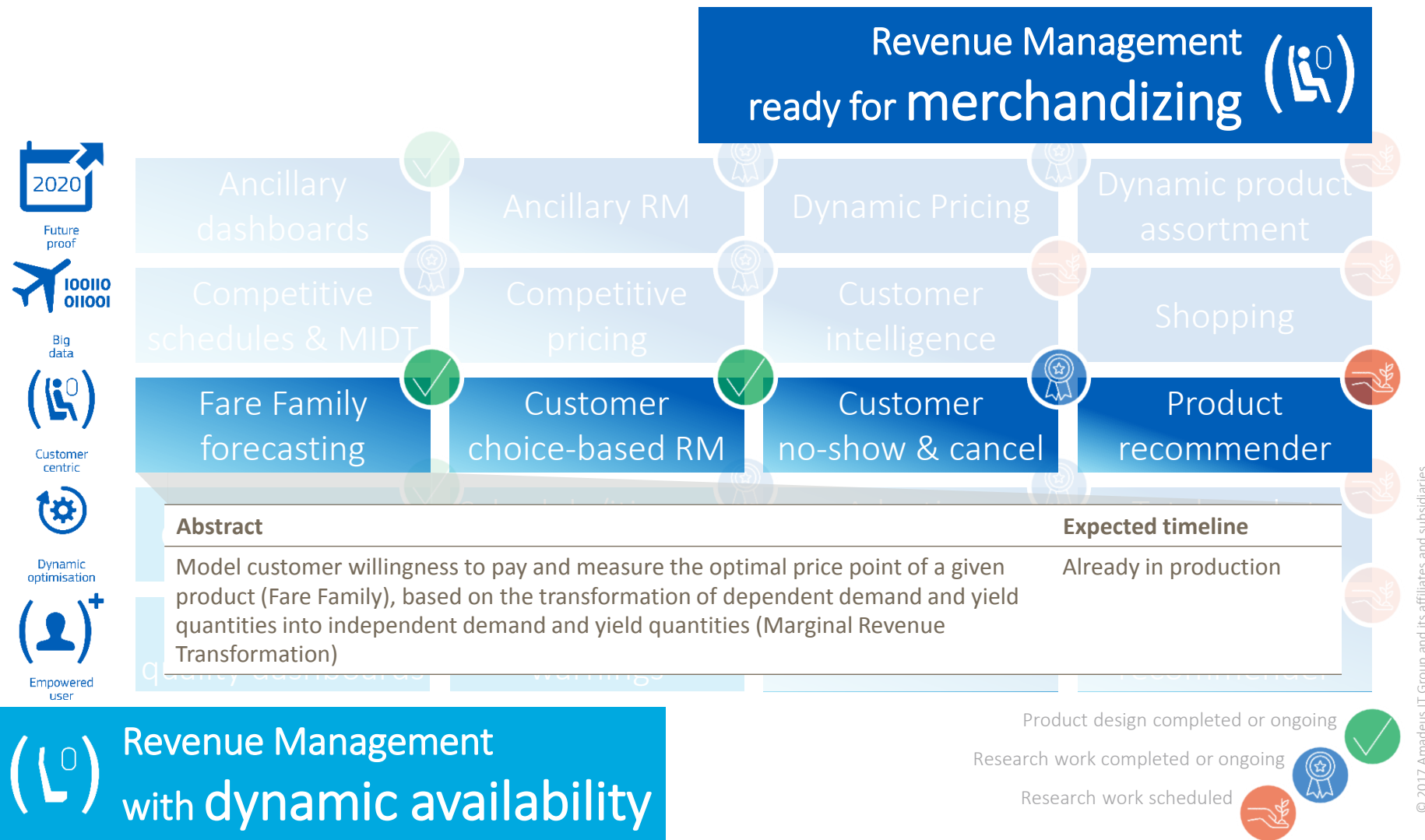
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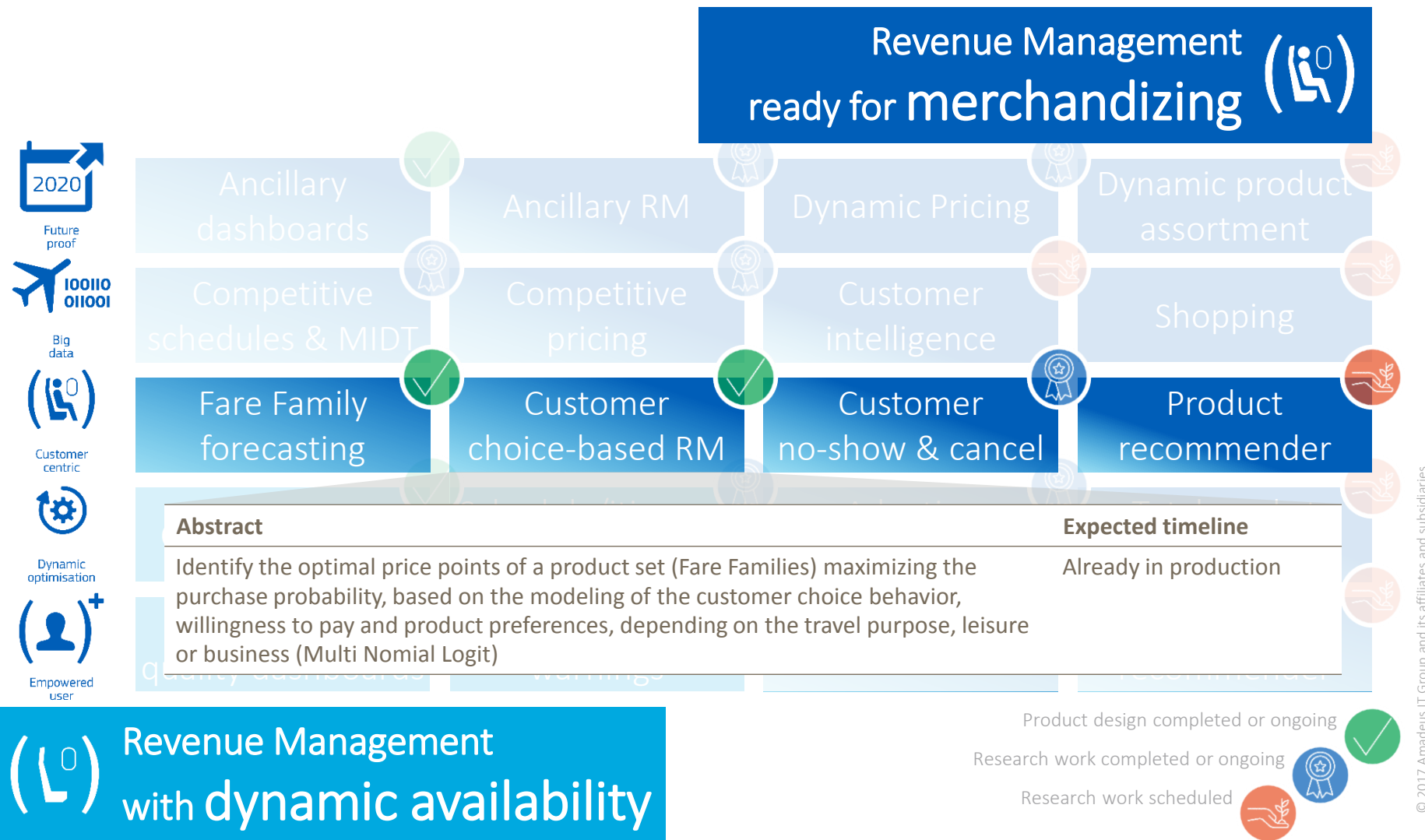
Extended customer behavior modeling

Detailed roadmap plan



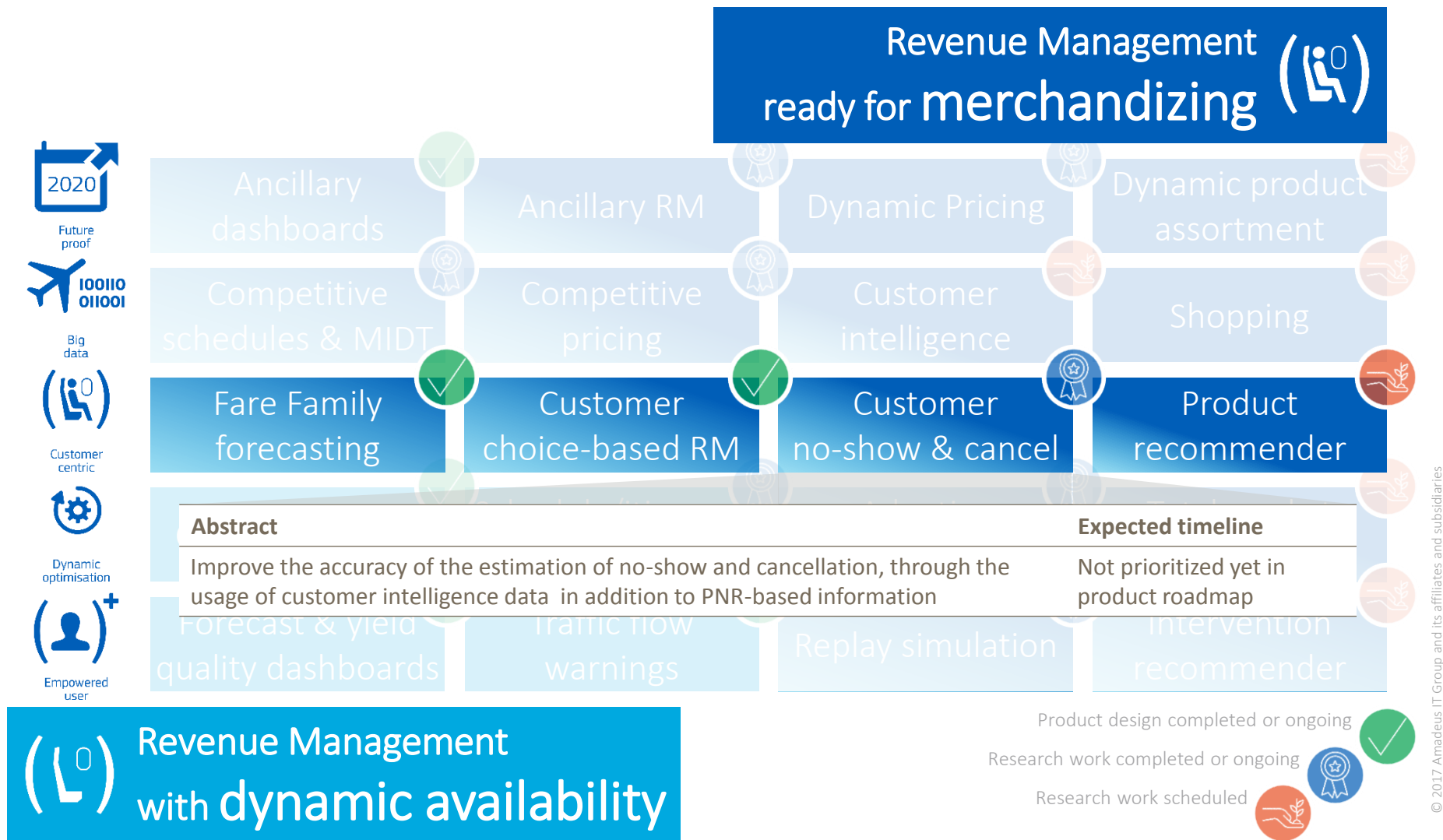
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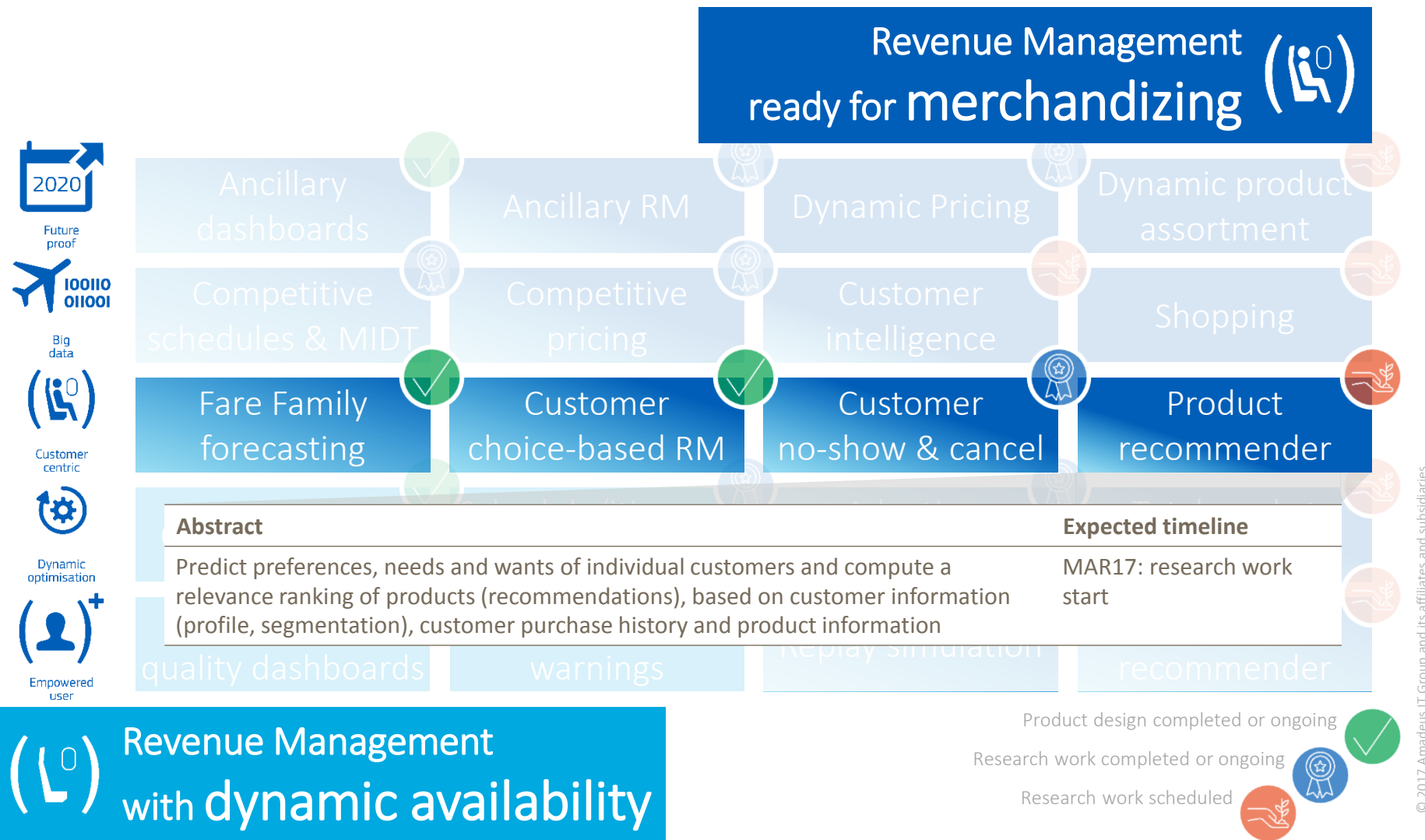
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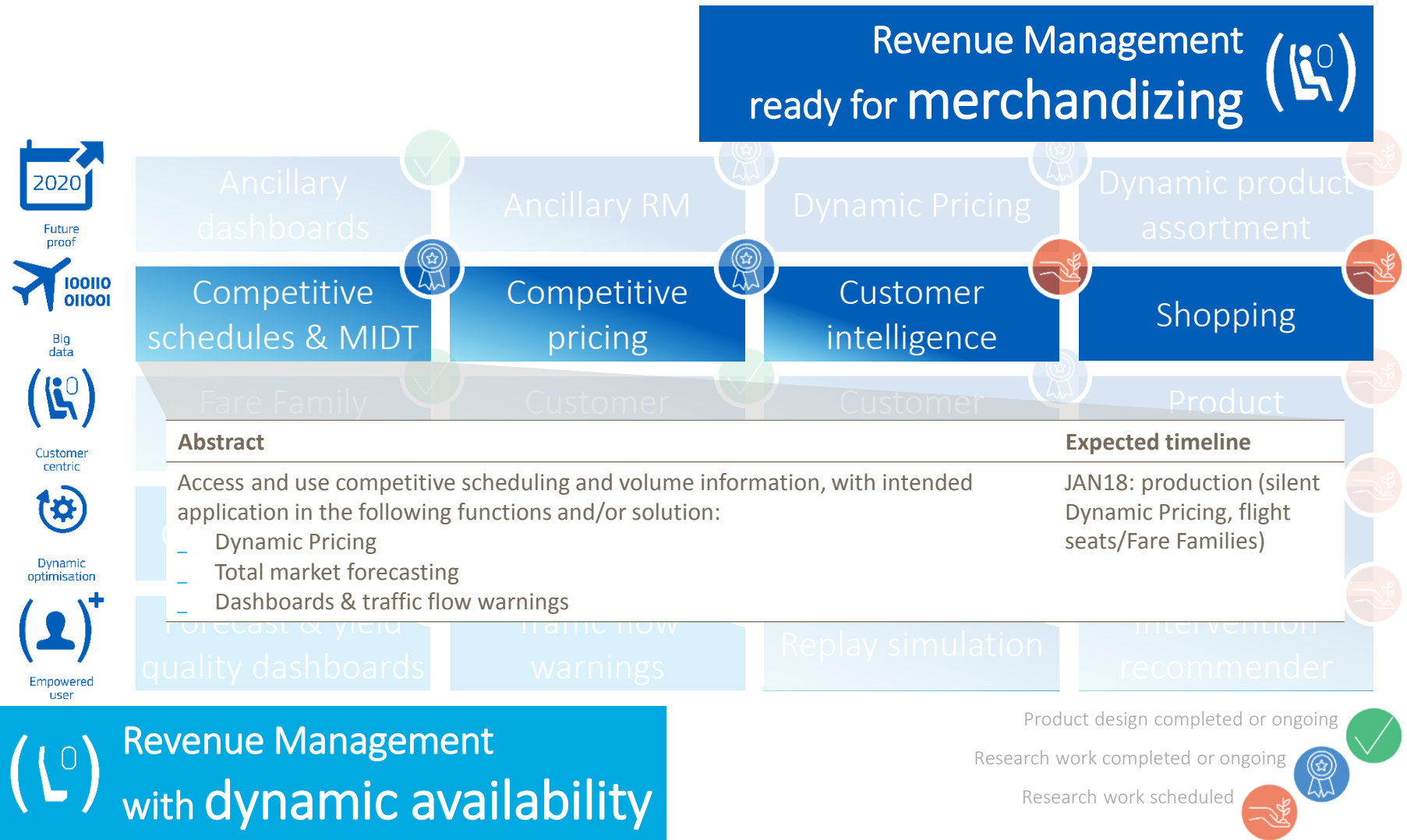
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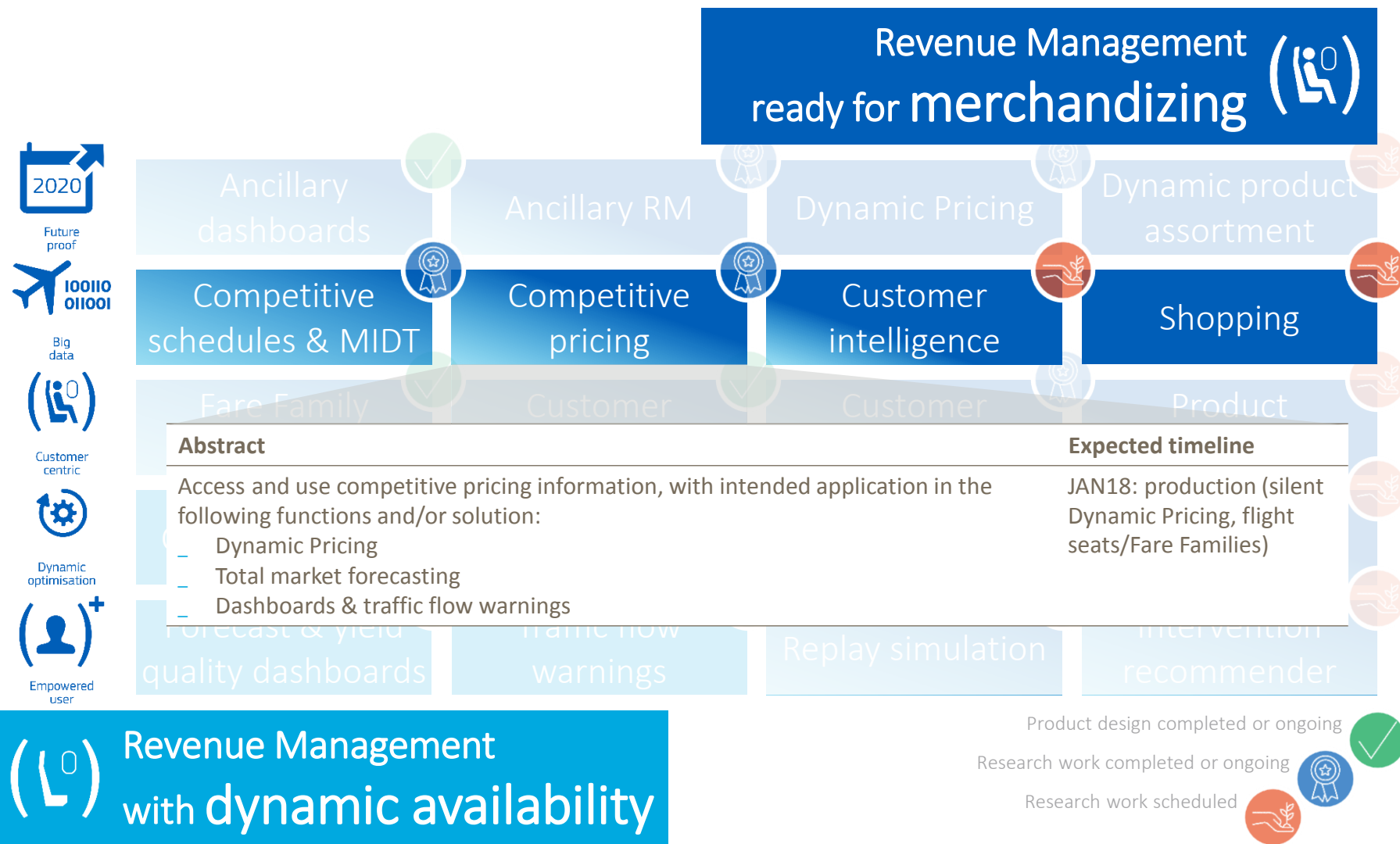
Big data driven RM

Detailed roadmap plan



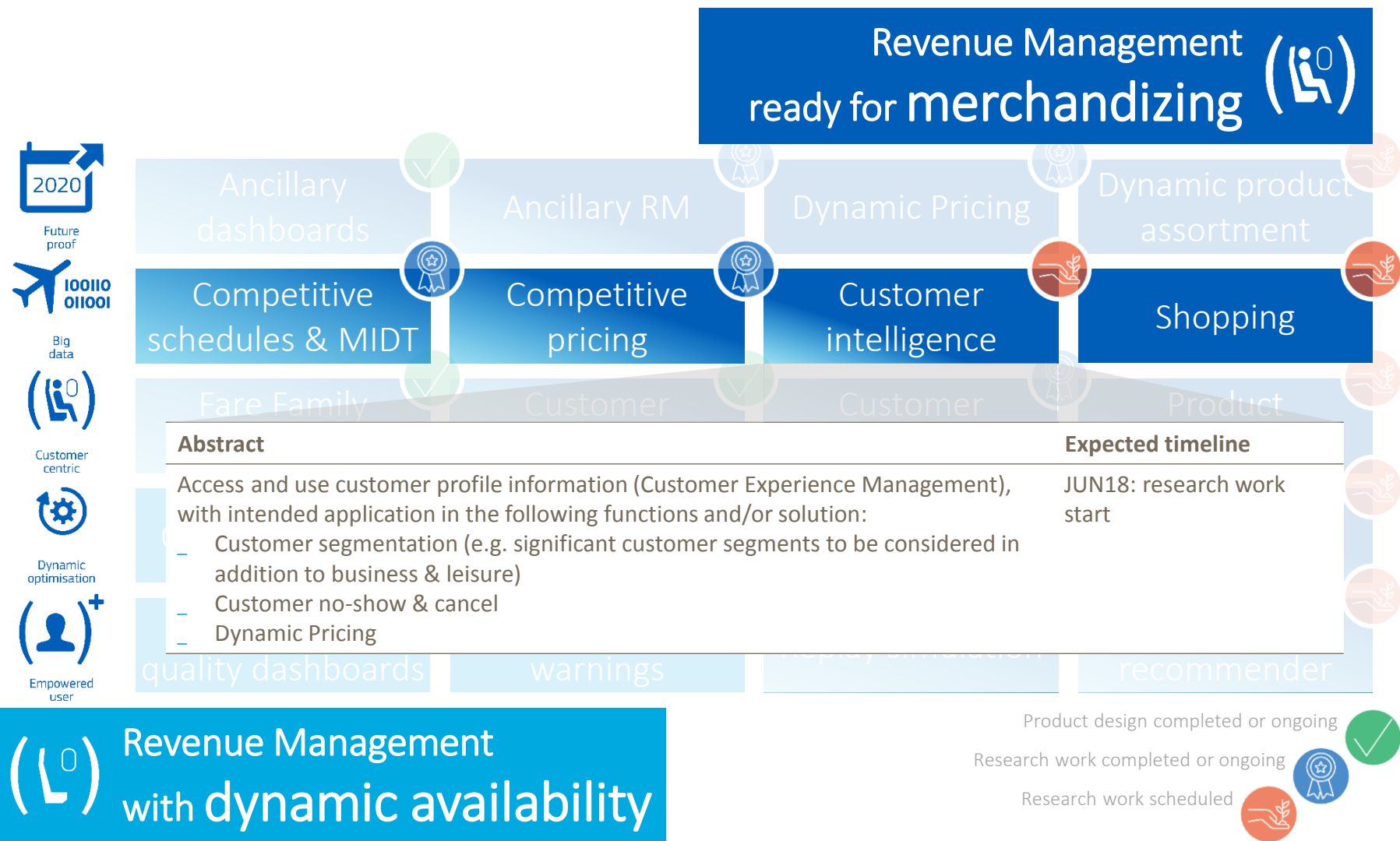
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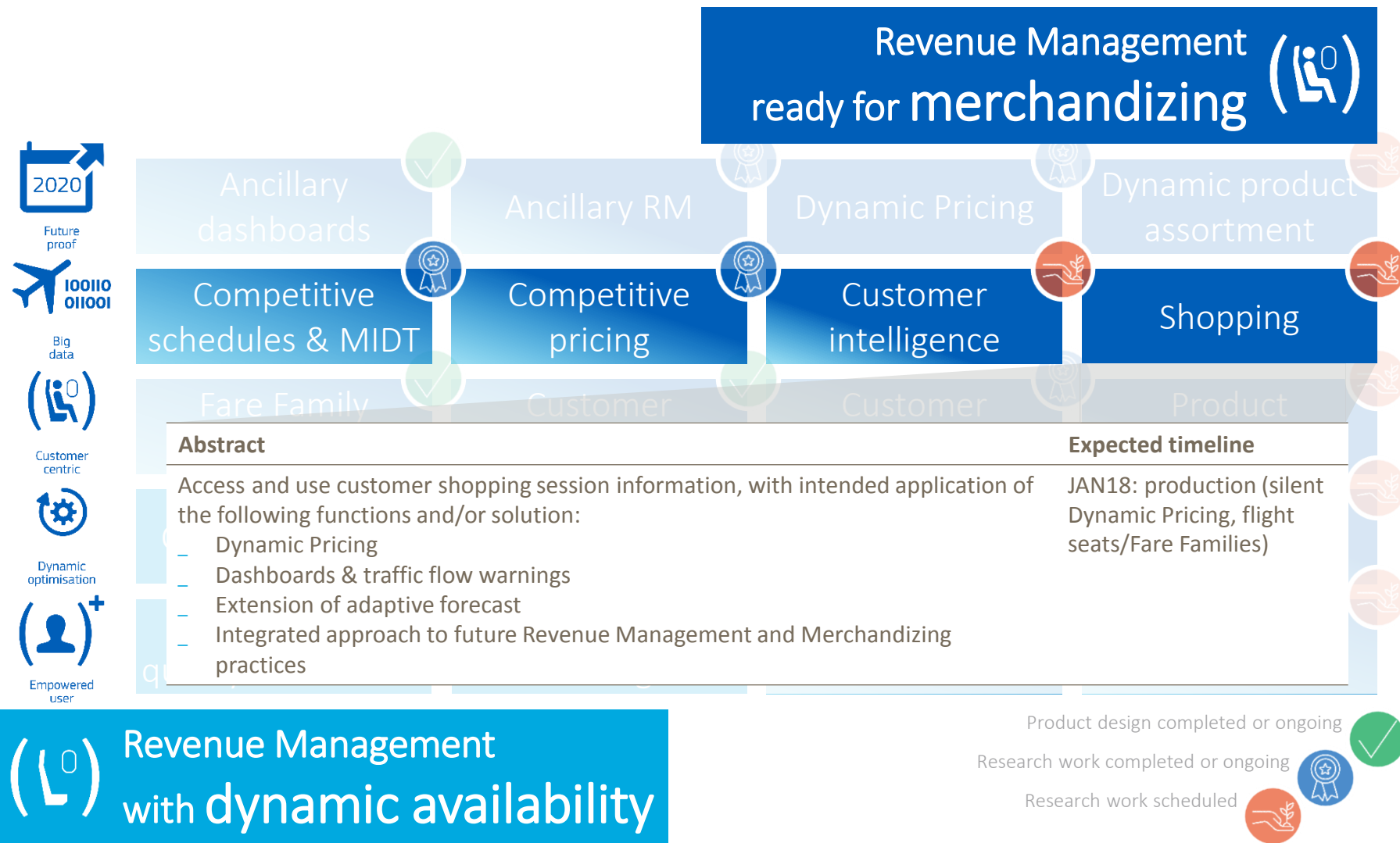
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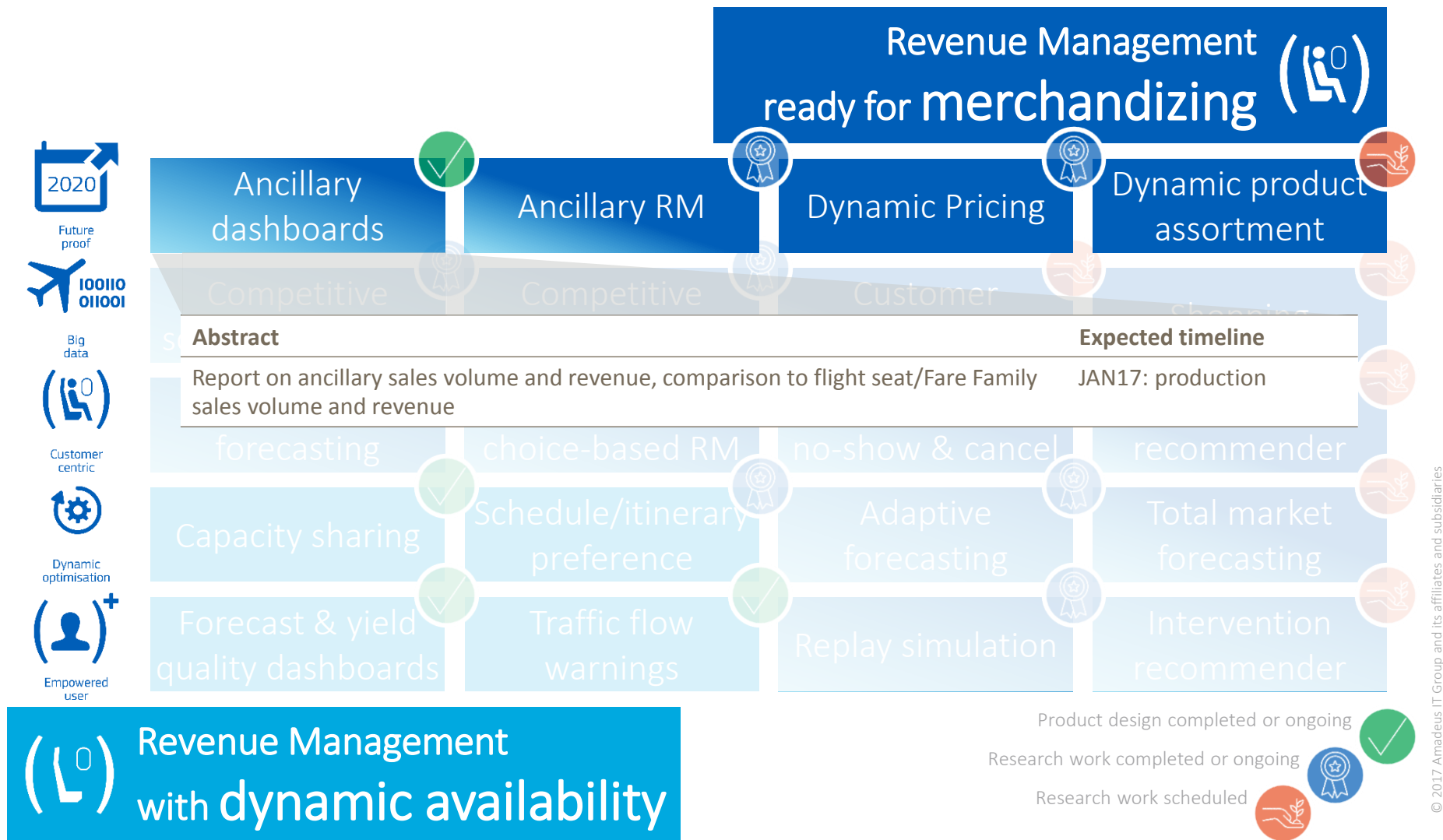
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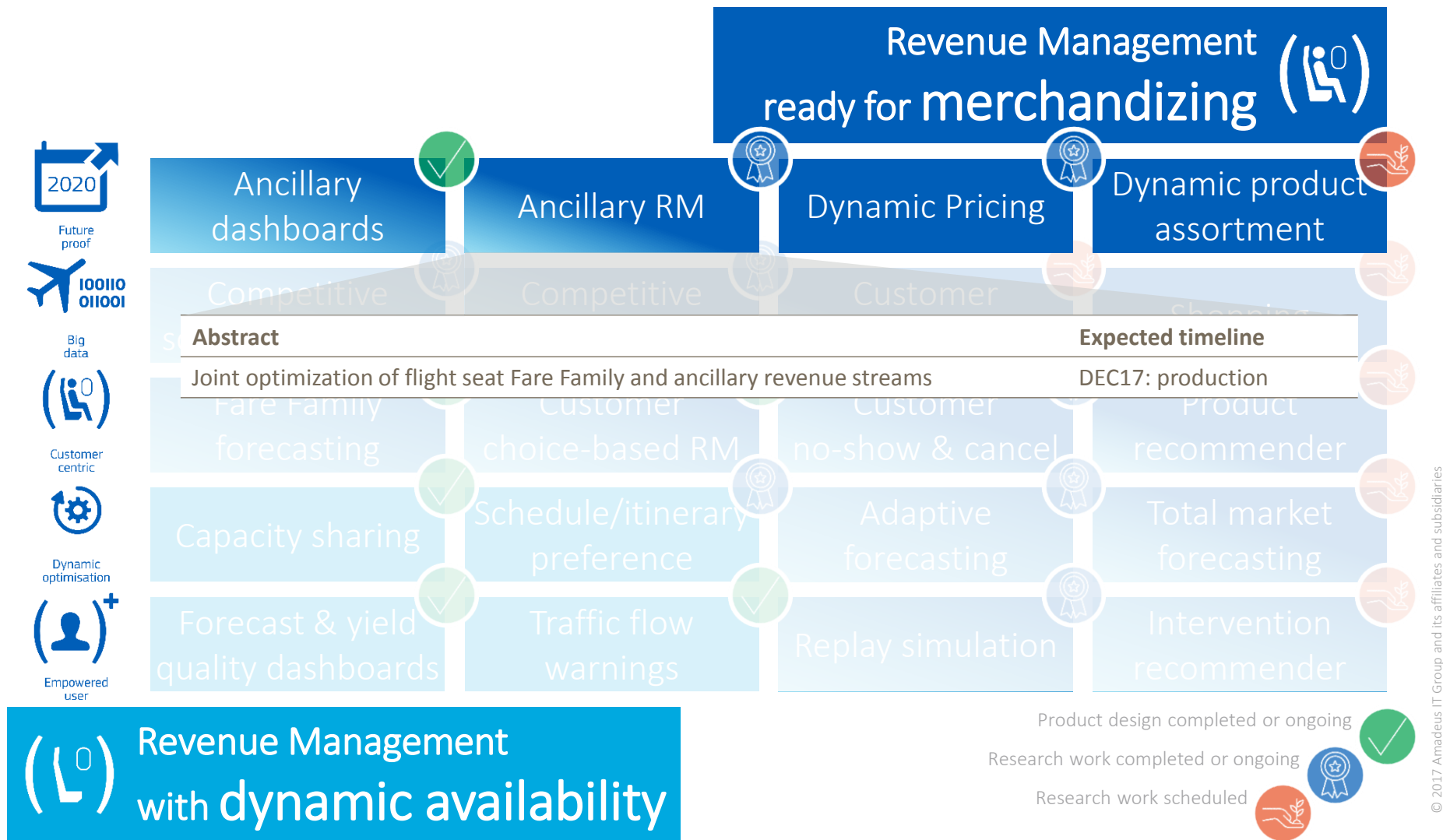
Total offer management

Detailed roadmap plan



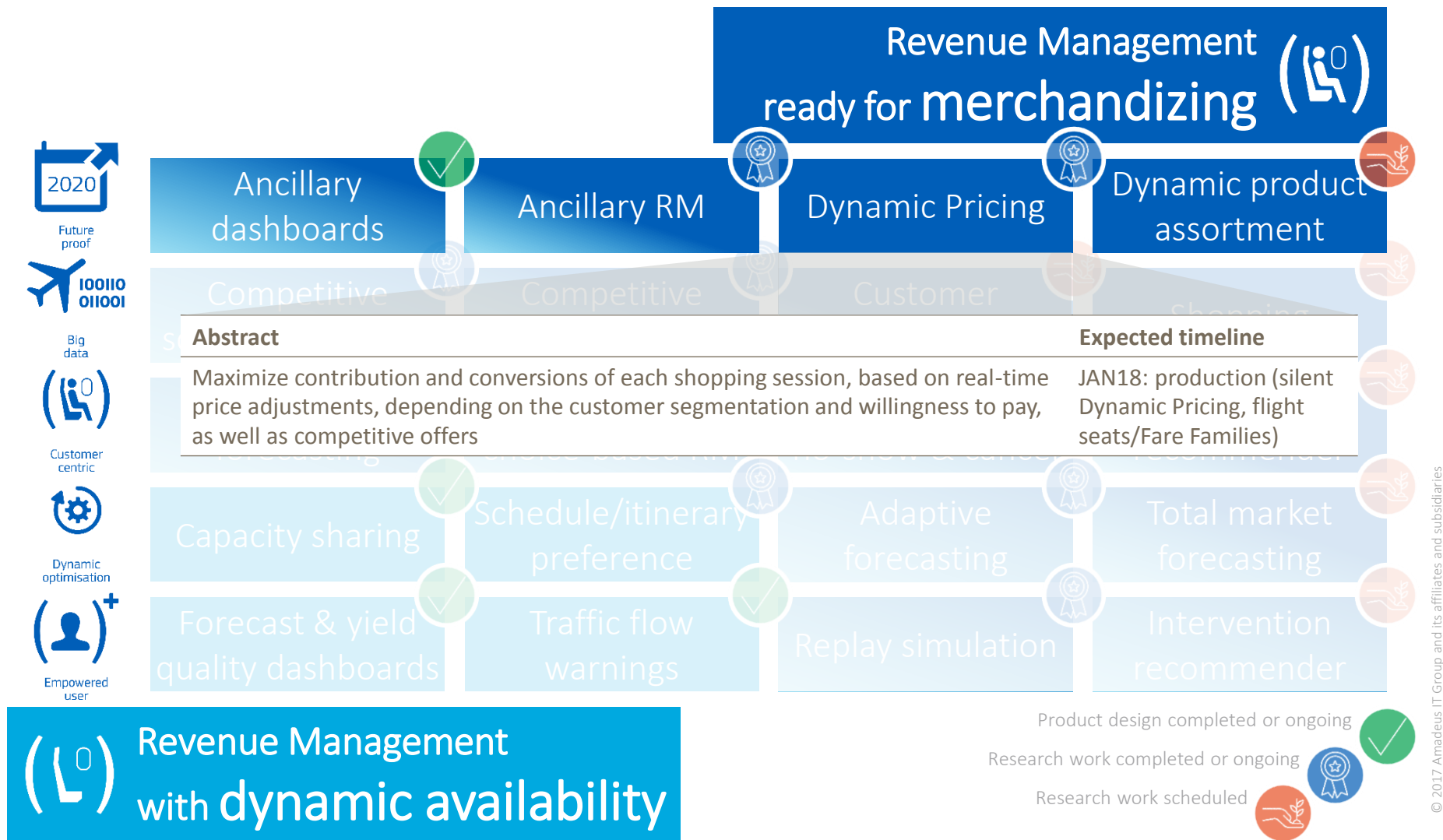
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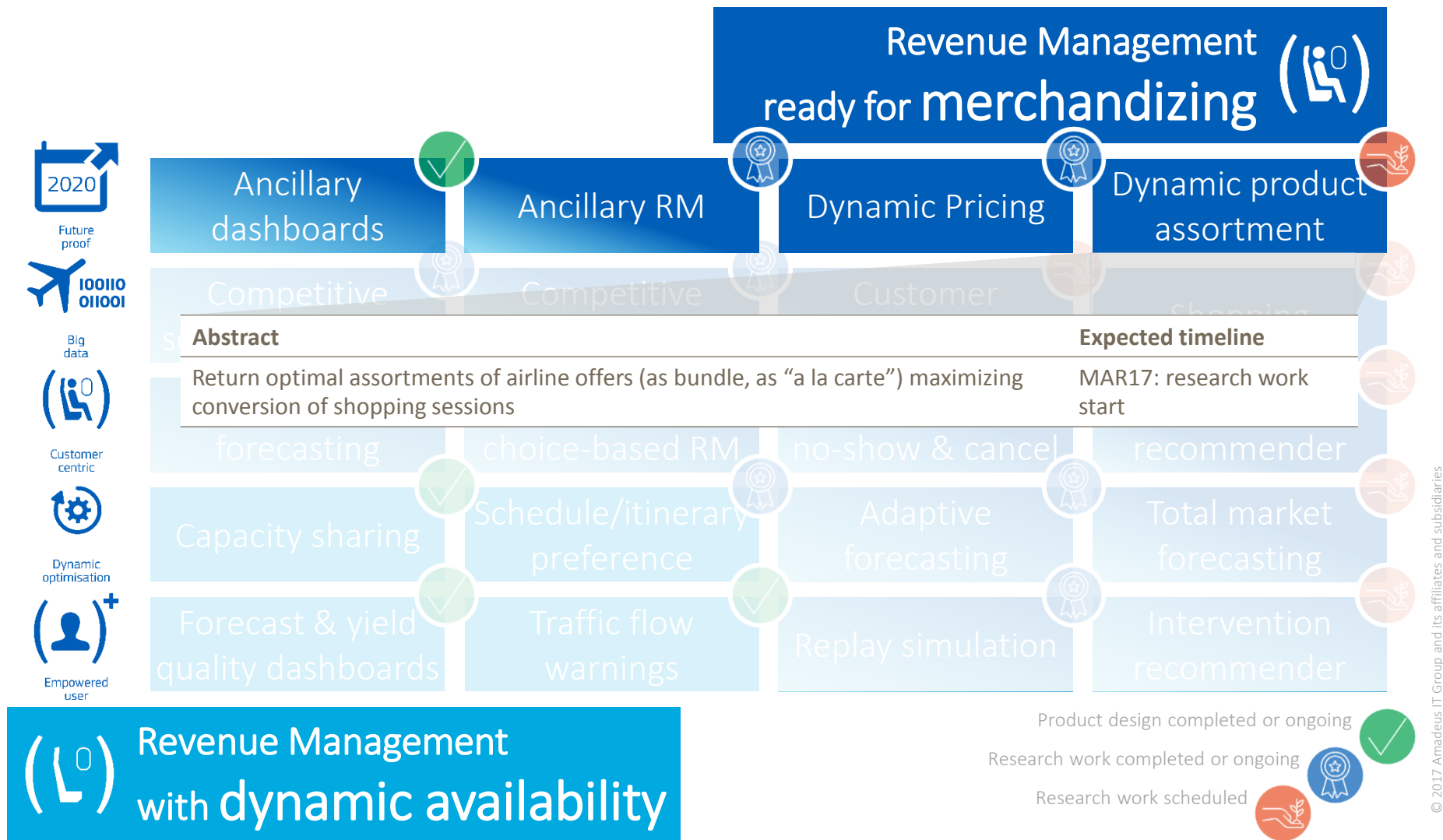
Total offer management

Detailed roadmap plan



Total offer management

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Thank you!