

## Amadeus Business Intelligence Portfolio

Business Management



**Don't just guess!**  
**be sure**

## More than data: the power to make informed decisions

**It's no longer news, but it deserves to be repeated again and again: the world of travel is making new demands on all its players.**

Airlines especially are at the front of the battle for market share, productivity, higher yields, new routes . . . the list of challenges is considerable: open skies, low margins, sudden and seemingly unexplained changes in demand, the pressure from new competitors and different business models.

The most successful airlines are those that can turn those challenges into opportunities by remaining agile, flexible, adaptable and able to make decisions based on profound and detailed industry knowledge.



## Is speed to market enough?

While speed and adaptability will certainly be key factors, impacting on the way your airline performs in the future, not only do you need to be faster but quite a bit smarter: your crucial market and network planning as well as your control processes depend on the quality and accuracy of your sales intelligence and competitive analysis - it is extensive knowledge that must drive your business decisions.

## No need to cope with data overload

Indeed, there can't be much that's worse than raw data overload. Not only is raw data fairly useless unless processed and analysed correctly, it's also extremely costly and complex to attempt data processing and analysis in-house unless you already have the tools and the expertise.

Business optimisation can only work with the help of the most appropriate data available. Since the trend is outsourcing - in other words: "buying-in expertise" - who can possibly be better qualified to offer you fast and accurate evaluation of data but thought leader Amadeus, the airline industry's experienced technology partner?

## Why Amadeus?

Because Amadeus is the leading GDS and because of its leading position, Amadeus gives you access to more and more accurate and complete competitive booking information than other sources.

### Just consider the following impressive facts and figures:

Amadeus leads with over 30% market share worldwide and handles 8,000 transactions per second and 400 million transactions per year. Almost 500 airlines distribute their flights through the Amadeus System, 47 of which are low-cost carriers.

The Amadeus GDS is used in 77,000 travel agency locations worldwide and in over 11,000 Airline Sales Offices of 150 airlines, and Amadeus is the number one supplier of e-commerce solutions to airlines: over 70 airlines use our e-Travel suite to power 250 websites in over 80 markets.

In addition, the Amadeus Business Intelligence Portfolio is flexible enough to meet the needs of international, regional and smaller carriers. Whether you need global information or customised data for your target markets, whether you have the tools to deal with raw data or whether you require ready-made reports to your specifications - Amadeus has the solution.

Amadeus Business Intelligence Portfolio covers all bookings created in Amadeus on all carriers, in every market. Accurate, complete and timely data of your own and your competitors' activities can be tailored to your requirements.

With Amadeus Business Intelligence Portfolio you can pin-point business opportunities, boost the effectiveness of your marketing activity and strengthen your strategies for expansion, alliance building, route and inventory development.

## A Complete Solution

In partnership with DOB\*, Amadeus builds up from Data Services through Processing to Analysis and provides an objective view of your business in the context of the industry and the marketplace.

### You can:

- > monitor your performance against the market
- > measure the impact of new entrants
- > measure the impact of code shares
- > evaluate the real potential and risks before entering new markets
- > target incentives effectively
- > look at (and evaluate) O&D traffic flows

### \*Who or what is DOB?

**DOB Systems, a dedicated and independent company, is the world's most experienced provider of MIDT analysis for the airline industry.**

Over the last 20 years, DOB Systems has pioneered the processing and analysis of MIDT, providing clients with accurate and timely competitive information.

## Increase Your Revenue

An evolving portfolio allows you to make educated business decisions and enhance business processes in many areas. Competitive information offers a comprehensive view of the global airline industry, including your competitors. The data enables you to benchmark performance and identify profitable opportunities for your business.

## Recognise Problems Before They Arise

Instead of compensating for lack of planning ability following changing market requirements, think ahead to remain at the forefront of industry developments and competitor moves. While increasing revenues through efficient aircraft and route management, identify the potential for cost cutting and anticipate, and respond to, sudden market changes.

## Grow Market Share

Amadeus Business Intelligence Portfolio can be integrated with data from the other GDSs to build a complete picture of travel agency distribution worldwide. With accurate and detailed data at your fingertips you can extend your share in existing markets, reduce risks when entering new ones, and improve return on your sales and marketing investment.

## Protect Your Profitability

A detailed picture of traffic patterns, demand and market size enables airlines to reduce cost and optimise profitability through planning, scheduling, pricing and yield management.



## Be sure to make the right move!

Amadeus Business Intelligence Portfolio affords you a comprehensive picture of all your activities, and all departments can make use of the data simultaneously, extracting what's important to them.

In other words, all business areas can make best use of the information and together they can act on the information in the best interest of the business as a whole, while monitoring return on investment on every level: sales, marketing, route planning, pricing, yield management etc. It works - every time! Here are a selection of success stories:

### Return on Investment

#### It's measurable and it's fast

One of our airline clients estimated that their initial investment in data solutions and hardware showed a return in 45 days! Some of this return was obviously realised through sales, but the greater part could clearly be attributed to their sales representatives being able to work at home, with Amadeus Business Data Analysis (MIDAS), powered by DOB Systems, on their laptops.

The airline was even able to monitor the results of regional routes and close those that had become non-profitable.

### Sales

#### Are you incentivising the wrong relationships?

During a meeting with Amadeus, one of the airline's sales managers identified his top-selling account. At first the data confirmed that this account showed a good sales volume as well as healthy growth over the years. The next report compared this account's sales on competing airlines - that's when the sales manager realised how limited his vision had been.

The data revealed that more business was actually going to the airline's top competitors, the agency placing his airline third rather than first. With zero visibility, the airline had happily paid generous incentives without receiving the expected results.

### Marketing

#### How well do you know your audience?

An airline planned to increase flight frequency on their transatlantic route - Chicago to Copenhagen - after having noticed that demand surpassed their current capacity.

It seemed a perfect opportunity to fly twice a day on peak days. An extensive marketing campaign targeted the Greater Chicago area, announcing their additional services on this route.

A few weeks into the campaign, the response fell well short of expectations. A consultancy firm they asked for help suggested MIDT.

The data showed that the majority of the demand for that route came from passengers connecting through Chicago but originating from nearby cities such as Detroit, Cincinnati and Cleveland - in other words, their big markets for the route had not even seen the campaign!

After realigning their marketing strategy the airline soon saw the desired results.

### Schedule Planning

#### Do your decisions have unwelcome knock-on effects?

Expecting to reduce costs by modifying their schedule between South America and Europe, an airline re-scheduled overnight flights to day-time flights.

The risk involved seemed low - as indicated by their extremely high load factor and first-place market share. Soon after the change of schedule, load factors dropped dramatically and their market share fell to second last. Passengers interviewed said that the new flight times were fine.

The airline turned to MIDT and found that the original schedule had allowed passengers to connect from other South American cities during the day.

The flight then arrived at the European hub early in the morning, allowing them to connect on to other destinations.

Now the flight left too early in the morning and arrived too late to make these connections. What the airline was left with after rescheduling was the 30% of passengers who were happy with the new schedule because they didn't need the connection slots.

### Pricing and Yield Management

#### Are you pricing blind?

The Pricing Manager of a relatively new European carrier was concerned about their lack of knowledge regarding the impact their main competitor's pricing initiatives had on the market.

They reacted to their competitor's special campaigns and promotions by offering similar discounted fares, but admitted that the effectiveness of their pricing was by no means easy to read.

All they could do was react and hope for the best. Without being able to make a truly informed decision, the airline had no way of monitoring the market's reaction to the pricing initiatives of either airline.

Talking with Amadeus they decided to opt for Amadeus Ticket Data and Amadeus Network MIDT, with access to the necessary data that allowed them to decide on the optimum price at all times and evaluate schedules and carrier capacities to make educated pricing decisions and increase profitability.





**Sales, Marketing, Network Planning and Scheduling, Pricing and Yield Management: get instant answers with Amadeus Business Intelligence Portfolio.**

#### Amadeus Business Intelligence Portfolio includes:

##### Amadeus Market Information (MIDT)

- > Amadeus World MIDT
- > Amadeus International MIDT
- > Amadeus Network MIDT
- > Amadeus Custom MIDT
- > Amadeus Xpress MIDT

##### Amadeus Route Data

##### Amadeus Ticket Data

##### Processing and analysis tools (powered by DOB)

- > Data Processing
- > Data Analysis
- > Market Seat Share (MSS)



## In Short:

### Amadeus Business Intelligence Portfolio gives you the competitive edge

Amadeus is a main data source for advanced airline marketing and planning intelligence. It lets you see when and where people are going. It gives you a sharply focused picture of real-time market size and market mix.

It helps you spot new opportunities, use schedule data and traffic flow analysis to optimise departure and arrival time of your flight(s) to capture traffic flow. Information such as ticket data and aggregate ticket data allows you to monitor how well your fares sell and how they compare, letting you fine-tune your pricing strategy.

## Benefits summed up:

How does Amadeus Business Intelligence Portfolio help you make the right business decisions?

### Sales - benefits at a glance:

- > Monitor market performance
- > Measure the performance of your sales representatives
- > Identify your most productive agencies and see how they are booking your services compared to those of your competitors
- > Develop effective and targeted sales incentive schemes
- > Monitor the impact of your promotions versus those of your competitors
- > Evaluate the true potential of new sales opportunities

### Strategy and Distribution - benefits at a glance:

- > Identify new revenue opportunities
- > Identify the best airline partners for strategic alliances
- > Evaluate the performance of present routes
- > Define the profit potential of new routes
- > Select the appropriate equipment for specific routes based on market size
- > Align schedules and slots to traffic flow
- > Monitor changes in booking levels
- > Appraise hub and transit productivity
- > Size your market and evaluate future trends



### Marketing - benefits at a glance:

- > Create market share goals for key markets and travel agencies
- > Determine how and where to focus marketing spend
- > Monitor your brand's performance
- > Support case for new product launches
- > Check the effectiveness of new product launches
- > Allows you to smartly forecast and budget
- > Target your advertising and promotions effectively

### Pricing and Yield Management - benefits at a glance:

- > Evaluate schedules and carrier capacities to make educated pricing decisions
- > Monitor market reaction to pricing changes (for you and your competitors)
- > Analyse performance by fare class and use results as basis for your pricing strategy
- > Make informed decision regarding all aspects of your fleet
- > Discover Market Seat Share (MSS) for you and your competitors by market and fare class
- > Evaluate future market activity with Market Performance Forecasting (MPF)

## Do something different today!

Contact your Amadeus Travel Intelligence Consultant to learn more about the Amadeus Business Intelligence Portfolio.

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