

Teradata Airline Decisions

Revenue Management Intelligence

Is That Seat Available?

Adding just 1/10th of one percent more revenue can impact your bottom line by millions of dollars. A large percentage of the added value comes from understanding when to open up or close inventory on existing flights. The better you understand customer behavior, the better you can understand the impact of that behavior on whether or not a customer shows up for a flight. Understanding this customer behavior can help ensure that you capture the optimum revenue on a per flight basis.

Teradata Corporation, the leader in Enterprise Data Warehousing technology, provides revenue management tools that can deliver intelligence to complement current revenue management applications and processes by providing a more detailed view of your passenger name record data and integrating them with other operational data. With Teradata solutions, you can drill down into the analysis and better understand the underlying cause of trends and shifts in customer behavior.

Teradata® Airline Decisions is a tool that provides you with configurable report templates and pre-defined metrics. The reports are designed to supplement and enhance your existing revenue management processes by looking at PNR, ticket, and flown rate data to help drive deeper analysis about customer

behavior to support a show/no-show rate and justify the appropriate overbooking levels for flights.

- > Utilizes industry-standard business intelligence (BI) tool technology to provide sophisticated standard and ad hoc reporting capabilities along with exception based alerts.
- > Eliminates blank slate development by allowing your business users to get the information they need in a format that they can use faster and easier than having to develop reports and conduct analysis from scratch.
- > Accelerates the design and implementation of an analytical solution.
- > Provides a faster return on your data warehouse investment by jump starting the design and development cycles.
- > Leverages the proven Teradata logical data model that supports business functions across the airline.

Airline Decisions Provides Deeper Insight

Revenue management incorporates operational research principles and advanced analytics to optimize seat inventory based on forecasted demand with the objective of maximizing revenue. Airlines typically manage this process with revenue management applications, but there are limitations with many of these applications because they use summary data that are aggregated. This makes it difficult to understand the underlying cause of trends and shifts in



customer behavior. Airline Decisions provides reporting analysis that shows:

- > Overbooking analysis by leg, market, origin day of week of a leg.
- > Show cancel rate by booking days out.
- > Show rate analysis by leg, market, origin day of week of a leg, day part.
- > Downgrade and denied boarding analysis by leg, market, origin day of week of a leg, or day part.
- > Cancel and show rates for ticketed and non-ticketed by cabin and channel.
- > Ticketed booking analysis for future flights with historical cancel and show rate performance by channel and cabin.
- > Future inventory, inventory history, and departure history analysis.
- > Forward bookings by leg, month, or year.
- > Booked Passenger attributes analysis by leg, market, origin day of week of a leg, or day part.
- > Revenue-Passenger-Miles and Available seat miles per region.

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Make the Most of Your Data Warehouse Investments

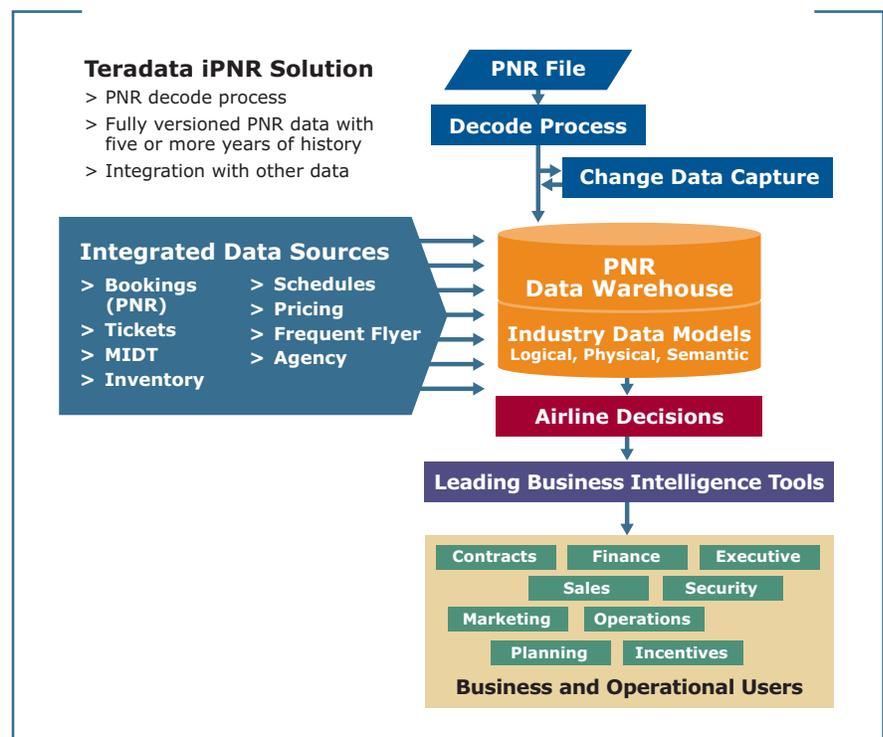
An enterprise data warehouse from Teradata provides a flexible, scalable infrastructure for managing large amounts of data from various data sources and for putting them into a single repository for decision support.

In addition, an enterprise data warehouse from Teradata, supported by tools such as the Teradata Travel and Hospitality Logical Data Model, leading BI tools from companies, such as WebFOCUS; Oracle; Business Objects, an SAP® company; MicroStrategy;® and Microsoft;® and Teradata Professional Services, is the foundation for an integrated passenger name record data warehouse and revenue management intelligence.

For More Information

With 25 years of experience building enterprise data warehouses for the travel industry, Teradata can provide the information you need to achieve strategic and tactical objectives and provide your business users with the information they

need to derive real value from revenue management analysis. To learn more about how Teradata solutions for the travel industry can help you make smarter, faster decisions, contact your Teradata representative or visit Teradata.com.



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Raising Intelligence