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Revolutionizing revenue strategies:

Viva's revenue management transformation

with Amadeus Segment Revenue Management Flex.

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Challenge

Founded in 2006, Viva has become one of Mexico's most popular airlines. The low-cost carrier has over **190 routes to more than 60 destinations,** including Mexico, United States, as well as Central and South America.

Viva has experienced tremendous growth in recent years, carrying a record **29.9 million passengers** in 2025, a **149% increase** from 12 million in 2019. The airline complemented this growth with a **solid 86% load factor** in 2025**.**

Viva encountered **significant challenges** in maintaining this growth, integrating various solutions, and optimizing flight administration across different platforms. The primary issues included **integrating its key systems** such as network planning, forecasting, ancillaries, pricing, and revenue management, while keeping up with changing market trends. The airline's revenue analysts encountered numerous manual tasks, highlighting the **urgent need for a more automated approach.**

Viva successfully overcame this challenge by implementing Amadeus Segment Revenue Management Flex (SRM Flex) in December 2023.

record-breaking

29.9m in 2025

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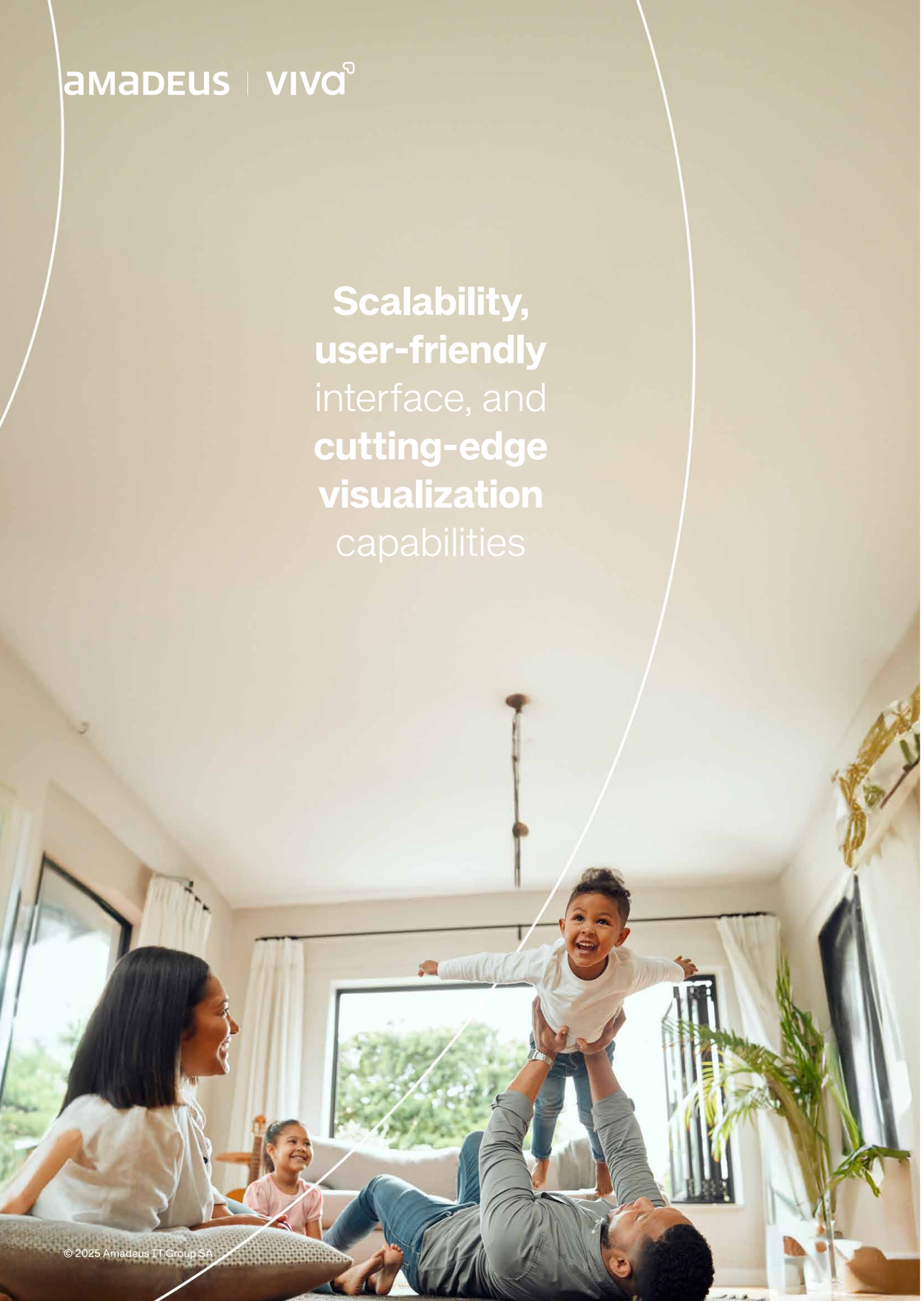

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Viva revolutionizes revenue with SRM Flex

Viva selected SRM Flex for its **scalability, user-friendly interface, and cutting-edge visualization capabilities,** which enable both macro- and micro-level analysis. SRM Flex stood out from other solutions with its enhanced visualization, quick processing, and the ability to automate and optimize processes, **saving time and enhancing real-time decision-making.**

The solution's intuitive design allows new revenue analysts to maximize efficiency, ensuring a smooth and productive onboarding process. For Viva, SRM Flex is a **game-changer for automating strategies, managing overbooking, and adjusting sales surplus** based on real-time data.

Previously, the airline's revenue management analysts performed repetitive and time-consuming tasks; with **SRM Flex's routines and workflows,** Viva's RM analysts can now dedicate more time to strategic planning and provide insights that enhance revenue growth.

In SRM Flex, processes become standardized, simple tasks that can be **replicated with minimal variation,** enabling Viva to create tactical, user-portfolio specific automations. A workflow consists of a **series of repeatable sequential tasks or activities** that may only affect one specific flight. For each workflow, the starting point (trigger) and the end point can be the same, or variable.

SRM Flex uses two types of workflows:

Route flows
These workflows are triggered by actions related to routes, such as a change in departure time, or the introduction of a new route.

System flows
These workflows are initiated by events within SRM Flex. For example, the execution of daily batch processes.

> "Some new revenue analysts joined Viva during the migration phase, requiring them to work with both systems. After just a few weeks, they were all in agreement: SRM Flex is very user-friendly and intuitive, even for those with no prior experience in revenue management."
>
> **César Garcia**
> **Pricing & Revenue Management Director, Viva**

Additionally, SRM Flex offers Viva the capability to **incorporate its own data within the system** through the **"build your own data"** (BYOD) feature. This provides several advantages, including flexibility in integration, allowing users to incorporate Viva's data and science into the system, thereby **enhancing the overall user experience.** This flexibility also enables Viva's RM analysts to tailor the system to their specific needs, making it more efficient and effective for the airline's particular use cases.

BYOD initiatives help **Viva improve efficiency and productivity** by creating an intuitive working environment. This user-friendly approach ensures that the airline's analysts can quickly adapt to the system and start benefiting from its capabilities without a steep learning curve.

For Viva, BYOD can **significantly enhance decision-making and strategic planning.** By gaining more control over their data and leveraging real-time insights, users can optimize operations more effectively. This increased control and customization can lead to **higher satisfaction and retention rates among users**.

> "Previously, adjusting the sales surplus was a manual process. Now with SRM Flex, we can create a **build your own data (BYOD) routine to easily make these changes.** I believe it's one of the solution's most important features."
>
> **Yania López**
> **Revenue Manager, Viva**

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Anticipating the industry's future needs to unlock significant revenue potential.

> "The support and advisory services provided by Amadeus Professional Services during and after SRM Flex's implementation were essential in configuring processes and adapting to new functionalities. As a result, SRM Flex's cutover was smooth, even though it occurred during one of our busiest seasons."
>
> **César Garcia**
> **Pricing & Revenue Management Director, Viva**

For Viva, the key motivation to switch revenue management system was to **increase revenue per available seat kilometer (RASK) while maintaining rapid growth.** When comparing 2024 performance KPIs over 2023, Viva saw significant improvements.

The solution enabled the airline to more effectively manage flights that fill up too quickly (sold too soon) and **reduce spillage by nearly 40% in 2024** compared to the previous year.

SRM Flex was crucial in helping the airline quickly identify opportunities and adjust strategies in response to changing market conditions. The airline industry is currently experiencing significant changes, driven by advancements in artificial intelligence, offer and order management, and retailing strategies. As an airline, it's crucial to select a revenue management system that not only meets your current needs but also has the capability to **evolve and adapt over time.**

By choosing a forward-thinking and continuously improving system like SRM Flex, an airline can **stay ahead of industry trends and continue to optimize its revenue management practices effectively.**

RASK growth of **14.5%**

Yield increase of **14.4%**

> "**Viva's culture and willingness to innovate perfectly align with SRM Flex,** make them an ideal partner for Amadeus. Viva is constantly innovating, raising the bar, and moving forward. Amadeus is there with them every step of the journey."
>
> **Benjamin Cany**
> **Vice President of Airline Solutions Offer Management, Amadeus**

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