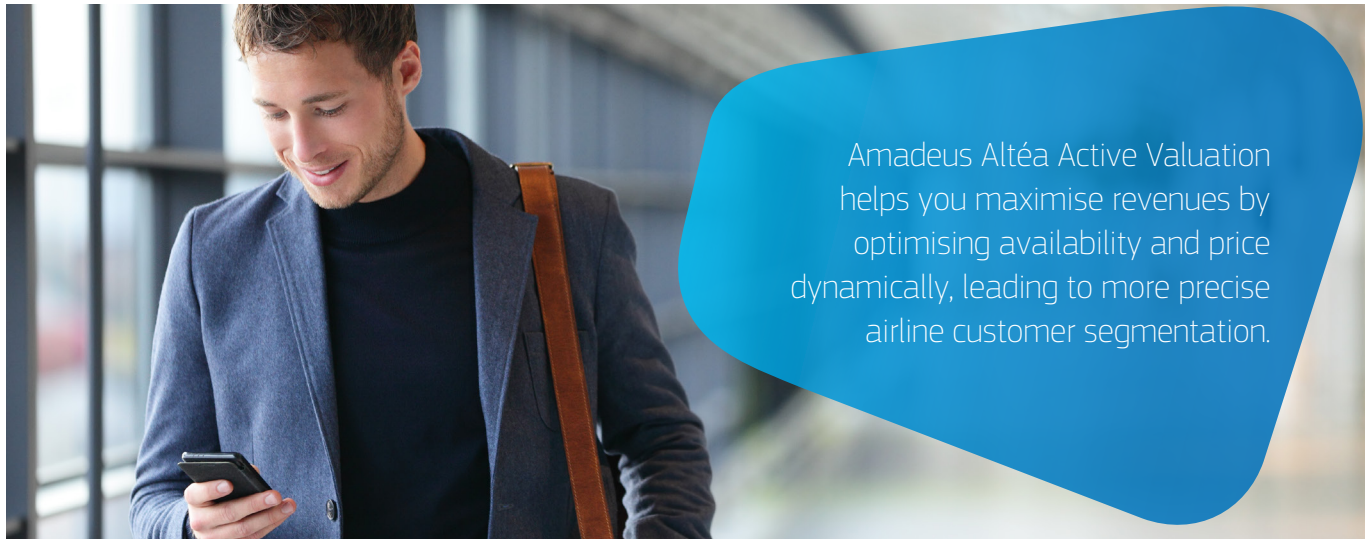


Amadeus Altéa Active Valuation

Adapt availability to customer value in real time



You continually need to find new ways to maximise profitability in an increasingly competitive environment. One of the biggest challenges facing both full-service and hybrid carriers today is how to seamlessly integrate revenue maximisation logic with existing availability algorithms across all distribution channels.

Maximise your revenues through dynamic segmentation

Amadeus Altéa Active Valuation puts dynamic segmentation at your revenue managers' finger tips, helping them define the best way to increase revenue from specific customer segments.

Yield and seat index modifiers integrate seamlessly with your existing availability algorithms and in line with your business policies. They allow you to tailor and fine-tune Origin & Destination (O&D) availability for specific revenue-based passenger characteristics and point-of-sale criteria. The result is optimised pricing across all business channels.

At the same time, you can take into account each customer's value and loyalty programmes. Built-in simulation tools will help you test different business scenarios before you apply them in the real world.

Adapt availability and price to demand in real time

Amadeus Altéa Active Valuation uses booking request data to calculate each passenger's potential revenue contribution in real time, giving you the most accurate dynamically optimised availability possible. It takes into account the competition, connecting flights and other contextual information.

Take advantage of Altéa Inventory integration

Amadeus Altéa Active Valuation is fully integrated with Altéa Inventory, giving exceptional levels of quality, reliability and performance and providing additional value when used with other Altéa modules.



User-friendly graphical displays

Key features

Adjusts class availability on top of Revenue Management System (RMS) inputs based on the following criteria

- _ Point-of-sale, point-of-commencement
- _ Connections with other airlines
- _ Customer characteristics such as frequent flyer and corporate customer identifier
- _ Competitors' fares
- _ Load Factor

Support real-time execution of your business scenarios

- _ Favour sales on specific channels
- _ Keep seats for international traffic in case of high load factor
- _ Advance purchase scenario to reflect your pricing strategies
- _ Disfavour connections with non-partner airlines
- _ Adjust "happy hour" promotions in real time
- _ Reflect your SPAs with your interline partners

Decision Support Tools allow you to simulate and monitor business scenarios

- _ Simulate the combined effect of different modifiers based on current production inventory data
- _ Display which modifiers are applied and how they impact the yield value and availability calculation
- _ Evaluate large-scale policies and monitor interactions for a set of O&Ds
- _ Help you decide which business scenarios to implement or fine-tune

Integration with Altéa Inventory and your RMS system

- _ Easy creation, modification and cancellation of modifier strategies
- _ Actual availability data feed to the RMS for enhanced quality of demand forecast
- _ Optional modules that are compatible with Amadeus Altéa Active Valuation

- Amadeus Cloud Availability allows satellite instances of your availability process running in public or private Clouds, close to your shopping channels
- Altéa Booking Intelligence provides enhanced protection from Travel Agency fraud

Status	Strategy	Last Updater	Last Action Date & Time	Description	Application Flow	Weight	Vice-Versa
▼	Proration - Interline Adjustment (1 Strategy)						
🟢	Yoshi (3 rows)	0007GG/TRAINEE07/NCE2X01RM/2X	19May16 10:22		Interactive	50	<input type="checkbox"/>
▼	Proration - Interline training 05 (1 Strategy)						
🟡	strategy Interline 05 (3 rows)	0005EE/TRAINEE05/NCE2X01RM/2X	19May16 10:25		Interactive	75	<input type="checkbox"/>
▼	Proration - Interline training 06 (1 Strategy)						
🟡	Interline 06 (3 rows)	0006FF/TRAINEE06/NCE2X01RM/2X	19May16 10:23		Interactive	75	<input type="checkbox"/>
▼	Proration - Interline Training (1 Strategy)						
🟡	Interline 04 (3 rows)	0004DD/TRAINEE04/NCE2X01RM/2X	19May16 10:22		Interactive	50	<input type="checkbox"/>
▼	Proration - Proration one (2 Strategies)						
🟡	Interline Training 03 (3 rows)	0003CC/TRAINEE03/NCE2X01RM/2X	19May16 10:23	Y,G,S CLASS	Interactive	75	<input type="checkbox"/>
🟡	proration 8X (1 row)	2920DM/DHARY/NCE2X01RM/2X	18May16 16:49		Interactive	50	<input type="checkbox"/>
▼	O&D - Closure DTD (5 Strategies)						
🟡	Closure DTD 03 (5 rows)	0003CC/TRAINEE03/NCE2X01RM/2X	19May16 04:09	CLOSE M, L, V, S CLASSES	Interactive	50	<input type="checkbox"/>
🟢	Days to Departure 04 (5 rows)	0004DD/TRAINEE04/NCE2X01RM/2X	19May16 03:59		Interactive	50	<input type="checkbox"/>
🟢	Days to Departure 06 (5 rows)	0006FF/TRAINEE06/NCE2X01RM/2X	19May16 03:53		Interactive	50	<input type="checkbox"/>
🟡	Days to Departure David (5 rows)	2920DM/DHARY/NCE2X01RM/2X	17May16 15:30		Interactive	50	<input type="checkbox"/>
🟡	Days to Departure David (5 rows)	0007RR/TRAINEE07/NCE2X01RM/2X	19May16 04:02		Interactive	50	<input type="checkbox"/>

86 Strategies 49 Active 2 Deactivated 35 Drafts including 1 Pending validation

View Update Duplicate Delete Deactivate Export Strategies Manage Strategy Set Create Strategy

State-of-the-art integrated Graphical User Interface

Amadeus provides solutions which facilitate the entire travel journey, improving the traveller's experience whilst helping airlines manage their own business more effectively. We are at the heart of the global travel industry, working with our customers and partners to shape the future of travel.

Visit amadeus.com/airlines or contact your Amadeus Account Manager to learn more.

Let's shape the future of travel.