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THE JEWEL

A Conversation With ...
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A 360-Degree Commercial Performance View

Airlines can generate additional revenue and boost productivity by leveraging the latest technology to better coordinate and improve strategic decision making.

■ By Sam Shukla and Kevin Woods | *Ascend* Contributors

While regular commercial planning coordination meetings are a must, chances are, most of the time is spent trying to understand and make sense of colleagues' data rather than diagnosing market problems. Often, these teams spend too much time compiling data and conducting analysis for each meeting, and a coordinated response and the larger market strategy are not discussed at all.

To overcome this, commercial planning teams need a shared set of reliable data so analysis and discussion is conducted on market issues instead of determining how each colleague's data was assembled. With new technology, it is now possible to consolidate all commercial planning data into a single location, assist with analysis and provide visibility across the commercial planning department prior to coordination meetings.

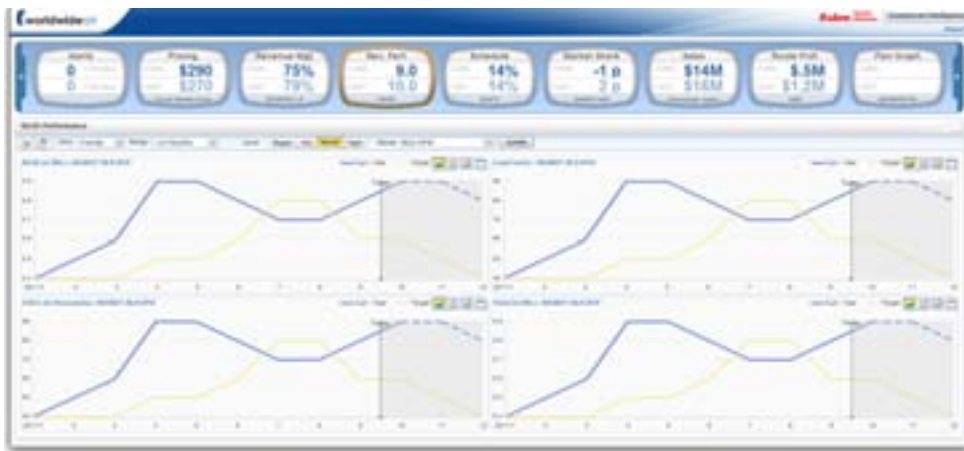
In this way, team members can arrive at the meetings prepared to discuss market issues,

identify strategies and coordinate efforts. This value-added discussion has the potential to improve strategic decision making, resulting in increased productivity and revenue.

Recently launched *Sabre® AirVision™ Commercial Intelligence* is designed to address this challenge for commercial planning departments. It consolidates all relevant data from across commercial planning into one system and provides an easy-to-use graphical interface to analyze an airline's network-to-route-level performance. The data will be available not only for regular coordination meetings, but anytime.

Commercial Intelligence includes a robust competitive alerting system that informs an airline about daily competitive changes in its markets as well as future deviation from its targeted ASK, RASK, yield, market share, sales, and passenger and ancillary revenues. It's one version of the truth available across commercial planning.

Optimized Coordination



Single View Of Overall Performance Historical and forward-looking KPI information is combined from *Sabre® AirVision™ Schedule Manager*, *Sabre® AirVision™ Revenue Manager*, *Sabre® AirVision™ Fares Manager* and *Sabre® AirVision™ Revenue Accounting* and presented in one combined view. As a result, each individual within commercial planning is able to view one version of overall performance, which enables faster and more accurate decisions to impact future market performance.

The screenshot shows a data table with columns for various metrics and a list of data rows below the KPIs and graphs.

Retain And Increase Revenues The alerts feature is an interactive notification of competitive flight schedule, capacity, fare and market share changes in each market. This dramatically reduces the host carrier's reaction time, thereby improving opportunities to retain or increase revenues. Analysts can be assigned to address each alert or the solution can assign automatically based on a pre-determined list. Once the alert is addressed, the status is changed to "closed" and benefits are tracked.

The commercial planning department is a cross-functional team that must all work in concert to achieve the best results. To improve coordination among departments, *Commercial Intelligence* provides data and analytical displays to help:

- All groups understand market performance,
- Make better-informed decisions across teams,
- Improve market performance meetings.

Ultimately, the improved coordination will lead to improved results and higher revenue.

Higher Visibility Into Competitor Actions

Short- and medium-term commercial planning is impacted on a daily basis by competitor tactics. Immediate knowledge of competitor routes, schedules, sales and fare actions uniformly across an airline's commercial areas reduces competitive response time. This also provides a stronger opportunity to improve future performance.

Improved Productivity

Most commercial planning departments are awash in data, but have rudimentary and time-consuming systems to create meaningful reports. *Commercial Intelligence* not only aggregates the required information, but will extract the data in a meaningful way. It provides graphs, reports and a high-powered analytical tool called an online analytical processor — a sophisticated capability similar to a pivot table — to enable quick and effective analyses. No longer will the airline's team rely on difficult, unreliable and inefficient systems for analyzing revenue performance.

Increased Revenue

Ultimately, improved coordination among teams and a more effective analytical system in commercial planning will lead to more revenue. *Commercial Intelligence* will provide what has long been needed to improve decision making and make commercial planning more effective.

This technology is an industry first, and there is no other system on the market like it. Airlines that take advantage of *Commercial Intelligence* can not only expect an increase in revenue but much higher levels of productivity across their commercial planning department. **F**

*Sabre AirVision
Commercial Intelligence
overview*



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