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EXTREME AIRLINE MANAGEMENT

A conversation with ...

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Siegel,
CEO,
US Airways**

INSIDE

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Web-Enabling Revenue Management

By migrating its revenue management software to an application service provider model, Aerolineas Argentinas has access to increased functionality at a lower total cost of ownership.

■ By David Endicott | *Ascend* Contributor

Since operating an airline today requires focus on where and how to spend resources — financial and physical assets as well as personnel — Aerolineas Argentinas sought to find a cost-effective and efficient way to upgrade its revenue management system.

Aerolineas Argentinas found a way to do so by moving to an application service provider model, which gives the airline access to the most up-to-date software without incurring the additional costs of obtaining and maintaining new hardware and software.

For more than five years, the airline used the *Sabre® AirMax™* Revenue Manager to help it maximize yields and efficiently control its inventory across its route network, which includes 34 domestic and 19 international destinations. To effectively run the system, the airline purchased the required sophisticated hardware. As the airline evaluated the new, feature-enhanced Revenue Manager, it realized that its hardware had become outdated. To upgrade to the desired functionality would have also required a further investment in equipment unless the airline could find an alternative.

Faced with investing in additional hardware to support the new software, the airline began considering other options and evaluated the *Sabre® eMergo®* Web-enabled and dedicated network

The Simple Solutions

More than 40 airlines worldwide utilize one or more of the following applications via the *Sabre® eMergo®* Web-enabled and dedicated network solutions:

- *Quasar™* passenger revenue accounting system,
- *Sabre® Aerodynamic Traveler™* Gate Reader,
- *Sabre® Aerodynamic Traveler™* Roving Agent Check-in,
- *Sabre® AirCrews™* crew management system,
- *Sabre® AirMax™* Revenue Manager,
- *Sabre® AirOps™* Load Manager,
- *Sabre® AirOps™* Movement Manager,
- *Sabre® AirOps™* Dispatch Manager,
- *Sabre® AirPrice™* fares management system,
- *Sabre® AirServ®* aircraft provisioning system,
- *Sabre® CargoMax™* Revenue Manager,
- *Sabre® CargoMax™* Accounting Manager,
- *Sabre® LiteVision®* personalized MIDT system,
- *Sabre® Planet®* profitability forecasting system,
- *Sabre® StaffAdmin™* employee tracking and assignment system,
- *Sabre® StaffManager™* automated staff allocation system,
- *Sabre® StaffPlan™* staff forecasting and planning system,
- *Sabre® TransVision®* traffic flow analyzer,
- *Sabre® Travelcard Pro™* billing and marketing information access system,
- *Sabre® Traverse™* loyalty management system,
- *Sabre® WiseVision™* sales expansion system.

For more information about the *eMergo* solutions, contact Jim Quilty, director of marketing for the *eMergo* solutions, at 817 264 2906, or send an e-mail message to jim.quilty@sabre.com.



solutions, an ASP delivery method.

“The *eMergo* solutions team provided us with a total-cost-of-ownership analysis that showed the financial benefits that could result if Sabre Airline Solutions owned and managed the information technology infrastructure required to operate the Revenue Manager,” said Alberto Chehebar, chief information officer for Aerolineas Argentinas. “Once all the costs are considered, it is clear that Sabre Airline Solutions can operate the environment much more efficiently. On top of that, the solution provided simplified, predictable pricing.

“With the *eMergo* solution, we simply pay a flat monthly fee without having to make any further investment decisions,” Chehebar said.

As part of the upgrade to version 5.3 of the Revenue Manager, the airline receives several key benefits, including:

- An origin-and-destination process mode that provides industry-leading

revenue management tools,

- The ability to migrate from a manually intensive to a more automated inventory control framework,
- A migration from virtual nesting revenue management controls to true origin and destination controls using a bid-price-based continuous nesting framework.


The functionality of the new system helps Aerolineas Argentinas maximize its revenues by selectively accepting and rejecting reservations requests by O&D based on the value of the customer.

To ensure the airline received the maximum benefits from the new version of the system, the consulting team at Sabre Airline Solutions helped train the airline’s revenue management department and presented the group with ways to maximize revenue and the best processes to support the system.

Aerolineas Argentinas recognized the value of a hosted solution as a way

to achieve higher service levels in a more cost-effective manner as compared to operating the entire IT infrastructure itself. A lower total cost of ownership, however, was not the only benefit of using the *eMergo* solution for its revenue management software. Through the *eMergo* environment, for example, Aerolineas Argentinas receives automatic product upgrades, which are installed on the host systems and automatically made available for customer access.

“The migration to the *eMergo* environment, as well as the application upgrade, involved very little effort from our IT department,” Chehebar said.

By selecting the *eMergo* remote access option, Aerolineas Argentinas’ personnel can focus on the key element of their jobs, ensuring they meet the goal of managing the airline’s growth. 

David Endicott is vice president for the eMergo solutions.

THE HIGH • LEVEL view

News Briefs from Around the Globe

Who

Vinci Airport Services

What

Selected Sabre Airline Solutions’ resource management systems — the *Sabre*® *StaffPlan*™ staff forecasting and planning system, the *Sabre*® *StaffAdmin*™ employee tracking and assignment system, and the *Sabre*® *StaffManager*™ automated staff allocation system — to improve the management of personnel across its worldwide operations.

Under the agreement, Vinci Airport Services, the world’s leading independent provider of aviation services for the aviation industry, will implement the resource management tools for its global airport operations at approximately 100 locations worldwide. Vinci Airport Services operates as Worldwide Flight Services in the North American market.

Why

“At Worldwide, we have long differentiated ourselves with the service we provide to our airline customers and

their passengers. Implementing Sabre Airline Solutions’ suite of resource management tools will allow us to further separate ourselves from our competitors by delivering that same high level of service at even lower costs,” said Jean-Francois Gouedard, president and chief executive officer of Vinci Airport Services and Worldwide Flight Services. “From our largest stations with over 3,000 personnel to many of our smallest operations, we expect to improve our personnel utilization through Sabre Airline Solutions’ tools, servicing more customers with the lowest personnel cost possible.” 