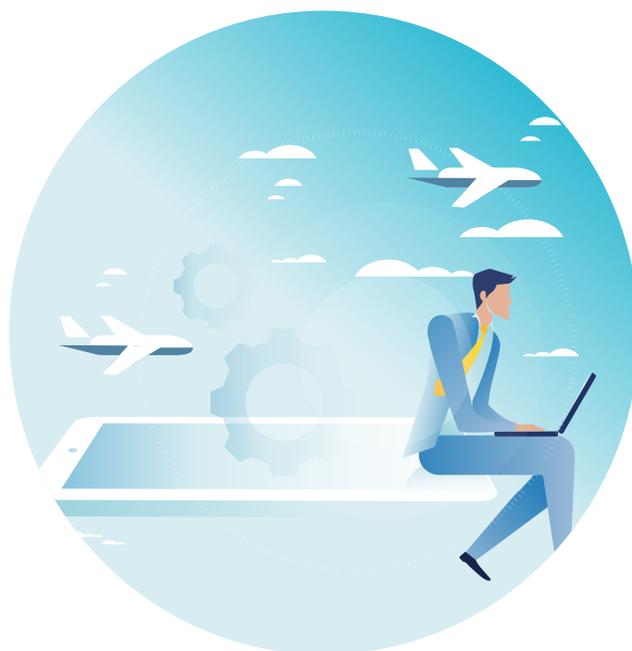


# CONSULTING

## CATALOGUE OF SERVICES

Practical solutions for complex problems





## **HOW DOES YOUR AIRLINE COMPARE TO THE BEST IN CLASS?**

It's one of the most important questions our customers ask us: How is my airline doing compared to my competition and to industry best practices? Our most popular consulting offering, Pricing Assessment and Benchmark, is designed to study just that. You'll find out how you are doing, what the industry is doing, and how you can improve. We analyze your data and processes in both your pricing and pricing implementation teams, as well as other departments working with pricing data (revenue or yield management, sales, distribution, and so on). When we're done, you have a complete picture of the workflows in your organization.

Benchmarks are hard to find for our business, but we have the experience and the tools to get you answers. How can we help you? By listening. No matter what role your company plays in the industry, we can tailor a solution to help you find success.



## WHAT ATPCO—AND ONLY ATPCO—CAN BRING ME

We have decades of unrivaled specialized knowledge and we're passionate about helping you succeed. Although most projects follow an Assessment or a Health Check, after we have analyzed an airline's data and process, there are no prerequisites to any consultancy. If you have already assessed a key need, we can dive into a project.

**We offer the following types of projects:**

### DIAGNOSTIC CONSULTANCIES

These consultancies investigate, analyze, and evaluate your processes and data to make sure they will achieve your strategy and goals. When there is a misalignment of strategy or industry best practice, we give you comprehensive recommendations for repairing them so you can achieve your short-term, mid-term, and long-term strategic goals and KPIs.

### OPTIMIZATION PROJECTS

These projects take diagnostic recommendations and requirements, from either a consultancy or from your organization, and provide the heavy-lifting to get them done.

An optimization project entails gathering requirements and implementing changes in real time—and we document the return on your investment.

### ADVANCED ANALYTICS AND DATA SCIENCE

These projects leverage the depth of our pricing data knowledge and advanced data science skills to provide answers to challenging questions: Is my data structured to achieve my strategic goals? What kind of advanced analytics reports can help with my current project goals and KPIs? Can I be more efficient with how my data is organized or in my processes?

### DATA PROCESSING AND IMPLEMENTATION SEMINARS

These projects involve industry best practices, trends, and other knowledge transfer opportunities. We can facilitate short workshops or present detailed seminars to meet your organization's goals.

### CUSTOM PROJECTS

A custom project can be a combination of any project type, pieces of different projects, or a project that includes any other topics you require. We'll custom-build whatever project you need, keeping in mind your budget and resource restraints.

	PRICING	REVENUE/ YIELD MANAGEMENT	ANCILLARIES AND BRANDED FARES	NDC	INTERNAL EDUCATION
Diagnostic Consultancies	✓	✓	✓	✓	✓
Optimization Projects	✓		✓		✓
Advanced Analytics and Data Science	✓	✓	✓		
Data Processing and Implementation Seminars					✓
Custom Projects	✓	✓	✓	✓	✓

## PROJECTS IN DETAIL

# DIAGNOSTIC CONSULTANCIES



### PRICING ASSESSMENT & BENCHMARK (PAB)

One of our most popular consulting offerings, the Pricing Assessment and Benchmark provides perspective on how carrier programs compare to what the industry is doing and how you can improve.

We analyze data and processes in both pricing and pricing implementation teams, as well as other departments impacted by pricing data, to gain a complete picture of your organization. We identify “quick wins” and highlight areas where you can reduce costs and generate revenue. On average, carriers see additional revenue that is 10 times the consultancy cost within 12 months.

A Pricing Assessment and Benchmark includes these key components:

- 1. Pricing Data Structure** – Review your data organization, structure, and coding that considers industry best practices, competitors, and internal business requirements. A small tariff audit will also examine problem areas.
- 2. Pricing Data Process** – Look at how accurately and efficiently pricing decisions are executed, how implementation time compares to others, how procedures and tools deliver accurate pricing data to the market, and how well the data aligns to your existing pricing procedures.

- 3. Pricing Department Staff** – Consider the knowledge of ATPCO applications and other fundamentals in the pricing staff, and identify gaps in understanding. Assess positive and negative traits in the department.

- 4. Pricing Department Communication** – Survey how well is information flowing within the pricing department and with other key areas (revenue or yield management, sales, revenue accounting, IT) and where gaps exist in knowledge, procedures, or processes.

- 5. Pricing Department Commercial Alignment** – Determine whether the pricing area is aligned to broader commercial goals, how well pricing data enhances these goals, and what are the areas for improvement.

### REVENUE MANAGEMENT ASSESSMENT & BENCHMARK (RMAB)

Revenue, or yield, management is a proprietary discipline and airlines need to understand their competitive positioning. Our consultants' expertise in pricing and background in yield management let us benchmark your revenue management to industry peers. This assessment will recommend quick-win changes to data and processes that can improve your revenue outcomes.

### REVENUE AND PRICING HEALTH CHECK

We follow up on previous consultations to review recommendation results and ensure you are on the right track. Just like a regular visit to the doctor is critical for personal well-being, keeping current on what's new in the industry drives continuous improvement and long-term commercial success.

### TOTAL PRODUCT MANAGEMENT

Fare branding and ancillary retailing programs mean you need to manage products beyond pricing and coordinate cross-functional processes. Total Product Management consultancies help you with these new requirements by integrating needs from e-commerce, distribution, and merchandising into the traditional pricing and revenue management framework.

### BRANDED FARES ASSESSMENT

Airlines need to ensure they have the right products and that they are coded correctly. Branding fares is a growing practice that may require you to alter many processes in your organizations. This consultancy assesses interdependencies, aligns commercials, benchmarks strategy and competitive positioning, and provides data and process analysis feedback for all the departments affected by your brand strategy.



## ANCILLARY & MERCHANDISING ASSESSMENT

Airlines have growing portfolios of ancillary services and need to ensure proper pricing, distribution, and fulfillment, performance tracking, and analysis as well as understand their competitive positioning. This consultancy can be either a stand-alone project or an add-on to another, and provides a data assessment report and a presentation of findings and recommendations.

## NDC WORKSHOP

NDC is happening, but not all airlines are ready. While the business benefits of NDC are apparent to distribution and e-commerce, potentially costly changes concern pricing and revenue management groups. Accelerating your development can translate into as much as USD 250,000 a month in incremental revenue, as well as reducing distribution and technical project costs.

This workshop brings together stakeholders from across the airline to

- Identify commercial, procedural, and technical barriers to NDC implementation
- Assist in identifying first steps and quick wins with APIs and other technical attributes
- Discuss commercial concerns
- Share best practices from other airlines

At the end of the workshop, ATPCO will deliver a formal presentation of key findings and recommendations based on your strategy and industry best practices. The document will also benchmark your organization with similar competitors in terms of progress and plan for NDC.

## DYNAMIC PRICING PREPARATION WORKSHOP

Dynamic Pricing is a key part of the future of airline revenue management, but determining where to start is daunting. This workshop helps airlines and technology providers understand where the industry is, and where you need to go to realize future revenue benefits and cost savings. The onsite workshop includes discussion of key variables in revenue management, pricing, e-commerce, and merchandising that affect dynamic outcomes.

## STAFFING ASSESSMENT

Airlines need to know they employ the right people in the right jobs. We can help with creating job descriptions and hiring profiles, provide support in team re-structuring (centralizing teams and workflows) while utilizing best practices and benchmarks to stay competitive.

## PRE AND POST-TRAINING CONSULTANCY

Every company needs to maximize its return on investment of training dollars. Pre-Training projects make sure your staff have the basic knowledge they need so they can get the most out of their class and better retain what they learn. After training, our consultancies apply classroom work to real-world situations. These fully customizable sessions ensure the coding knowledge acquired in class properly translates business requirements into tangible revenue beyond simple data entry.

# OPTIMIZATION PROJECTS

## PRICING PROCESS IMPROVEMENT



New technologies can reduce costs and improve the accuracy of fare filing and data maintenance, and we can help you refine processes and implement change in your pricing department. First we'll review your entire process for creating pricing data, including competitive actions, revenue management forecast changes, filing, and implementation. We'll examine data structures and technology before recommending ways to reduce costs and improve your speed-to-market.

## PRICING DATA OPTIMIZATION

Outdated pricing data drives implementation and pricing department costs up while leaving revenue on the table. This on-site project examines ATPCO pricing information and results in real-time changes as well as the expected return on investment for each subject area. Common areas of improvement include YQ and other fees, ancillary services, and baggage.

### • Penalties, Reissues, and Refunds Optimization

The data behind ticket reissues and refunds is a major source of both revenue and pain from poor customer feedback and complicated technical requirements. This offering helps you adjust, automate, and improve your reissue and refund data. In a successful project, airlines can slash transaction time at contact centers by 17 minutes, as well as bump up revenue per transaction by USD 20 (when automation success rates rise to 85% of all tickets).

### • Interline Management Optimization

Poor management of partner carrier data can raise costs for interline billings and lose revenue from inbound traffic. This project addresses these issues from a pricing, revenue management, revenue accounting, and partnerships perspective. We'll review supporting pricing data, SPAs and agreements, as well as revenue management settings and revenue accounting practices, on site to mitigate costs and discover incremental revenue.

### • Corporate Contracts Optimization

When you optimize corporate and negotiated fares, you can find easier and more accurate tracking for revenue accounting, sales aligned to customer needs, strong corporate standards, and more prospects for new and renewed sales. We'll create extensive data reports to audit your coding and provide areas where you can improve.

## STRUCTURED FARE PRODUCT WORKSHOPS AND IMPLEMENTATION

Structured Fare Products, or pre-coding Fare Basis Codes, has emerged as the leading method for pricing implementation groups to ensure accuracy and prepare for future automation. Creating this structure is a challenge, but we're the worldwide leader in helping airlines implement Structured Fare Products and achieve accuracy rates of 99.5% in fare and fare rule filing. The structure also allows for fare matching within one hour of a competitor's action.

We can help you to simply validate a proposed or current structure, or to re-write and re-define how all your fare rules should support your revenue management and commercial goals. We use industry best practices and mine your data to help craft custom fare basis structures and reduce waste. Implementing a new structure can ensure a clear plan of maintenance and continuous improvement.

## BRANDED FARES OPTIMIZATION

Airlines need the right products and the right coding to support the complex merchandising and upsell capabilities that passengers expect. This growing practice of branding fares requires airlines to alter many processes, so this consultancy assesses interdependencies, commercial alignment, benchmark strategy, and competitive positioning.

## ANCILLARY & MERCHANDIZING OPTIMIZATION

Your portfolio of ancillary services is growing, and you need to ensure proper pricing, distribution, fulfilment, performance tracking, and analysis as well as understand your competitive positioning. This consultancy can be either a stand-alone project or an add-on to another, and provides a data assessment report and a final presentation of findings and recommendations.

## PRICING AND AIRLINE EDUCATION SEMINARS

Revenue management is critical to the success of an airline, but pricing terms and ATPCO concepts are often misunderstood, or not understood at all by leaders or staff in other departments. These custom seminars provide non-technical explanations of how pricing works, how airlines use it, what best practices in data are, and what executives need to know about this mission-critical part of their business.

## ADVANCED ANALYTICS AND DATA SCIENCE

### DATA OPTIMIZATION REPORTS

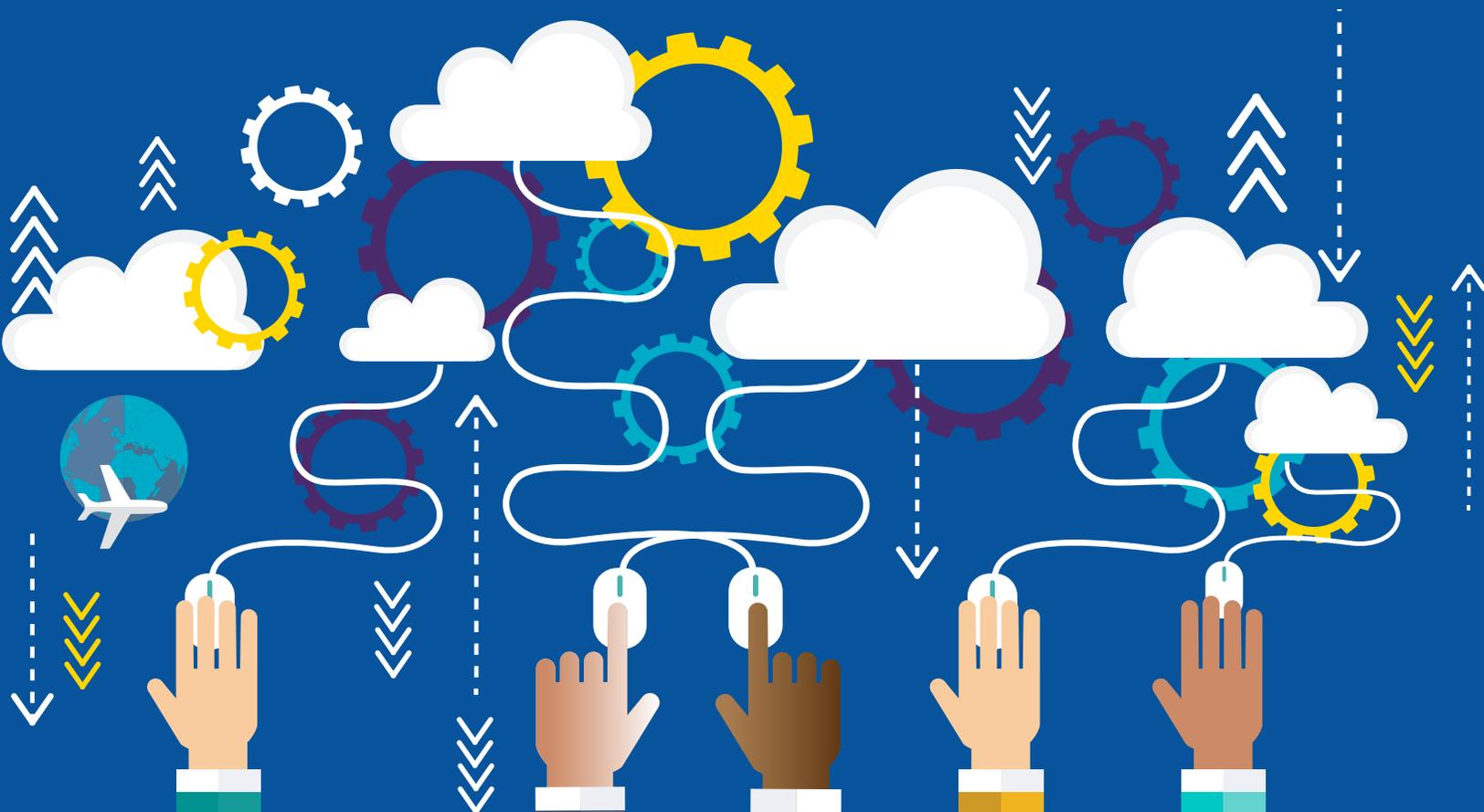
ATPCO has the most comprehensive database of airline pricing information on the planet, and our consultants specialize in helping your organization gain the insight you need through mining this data and presenting it to you in a custom projects. Fully customizable datasets of all (publicly available) airline pricing information are provided as deliverables of this project. We also provide the necessary context, analysis, and conclusions about what the data means for your bottom line.

## DATA PROCESSING AND IMPLEMENTATION SEMINARS

Technology providers are exploring the airline pricing space, but correctly processing complex airline pricing content is challenging, can delay project implementations, and drives up costs for technology organizations. Work with us to rapidly understand peer best practices, how to process all ATPCO records, and real-world examples of how airlines actually file and create data.

## CUSTOM PROJECTS

Are you looking for an industry-agnostic advocate to help you achieve commercial success? Whether you need in-depth studies and analyses, training, or long-term support contracts, our team are experts in the commercial and technology challenges that airlines and technology providers face now and in the future. Our experience in data and analytics, modern revenue management, pricing practices, and deep industry knowledge makes us a critical partner in your success.



The logo for atpco is displayed in a white, lowercase, sans-serif font. The letters are bold and modern, with a slight shadow effect. The background of the entire page is a vibrant, abstract composition of overlapping organic shapes in shades of blue, cyan, and magenta. Diagonal white lines are scattered across the background, adding a sense of movement and depth.

CONTACT US TODAY FOR PRACTICAL SOLUTIONS TO YOUR COMPLEX PROBLEMS

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