SIMPLIFIED MODEL FOR DYNAMIC PRICING

atpco routehappy

Wherever you are in your pricing strategy, ATPCO is building tools to make it easier for any airline to adopt dynamic pricing.

Our new model allows you to implement different dynamic pricing approaches that match your individual infrastructure and strategy—and keep all your fares interoperable, no matter how they were built.

Optimized Pricing — Predefined price points with dynamic availability

Adjusted Pricing — Predefined price points with dynamic price adjustments

Continuous Pricing — Fully dynamic price determination

	Static Pricing	Dual RBD	Quantum Pricing	DPE Predefined Pricing	DPE Generated Pricing	Min/Max Pricing	Bid Pricing
	Airlines pre-distribute all prices using standard toolsets	Capability to increase price points by requiring inventory in 2 different RBD	Frequent updates on automated price determination and upload APIs	DPE determines optimal price from a set of defined (pre-distributed) prices	DPE determines optimal price and adjusts pre-distributed price	Airlines distribute a min/max range, eliminating the need to pre-distribute individual prices	Airlines link their Revenue Management systems directly to price determination
Usage	Used by most airlines	Used by many airlines		Airlines participating in trials and pilots		Industry discovery (establishing requirements)	
Capabilities							
Number of price points	26	182	182	Unlimited	Unlimited	Unlimited	Unlimited
Prices set in real time				✓	✓	✓	✓
Criteria to Implement Strategy							
Airlines need to update prices multiple times a day	✓	✓	✓	✓		✓ (min/max levels)	
Airlines need to implement API				✓	✓	✓	✓
Airlines need own Dynamic Pricing Engine				✓	✓	✓	✓
ATPCO tools to get you there	Fare filing	Dual RBD standards and Implementation Guide		DPE schema, standards, and Implementation Guide		Coming soon: ATPCO pilots	
Engage with the Community		Try it, you will like it		Join us for trials and pilots		Help us build the future	