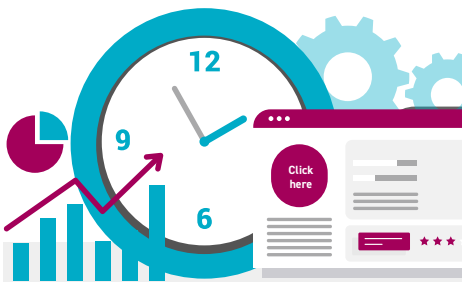




How important is having a solution that reduces your time to market?



IT'S PROBABLY MORE THAN YOU THINK.

How much could getting to market **1 HOUR** after your competitors cost you?

| Passengers per year | 1,000,000 | 50,000,000 | 150,000,000 |
|---|---|--|----------------------|
| Tickets per hour | 5 | 15 | 25 |
| Hours behind competition | 1 | 1 | 1 |
| Number of affected markets | 10 | 25 | 50 |
| Annual lost revenue (in USD) for every hour you are behind | -\$2,600,000 | -\$19,500,000 | -\$65,000,000 |
| Average fare amount used in calculation |  Economy \$200 |  Business \$800 | |

**WELL, THAT'S GREAT, ATPCO,
BUT HOW ARE YOU GOING TO HELP US FIX THIS?**



Introducing **ATPCO ARCHITECT**

A powerful new way to manage strategic pricing rules, simplify your workflow, and automate the minutiae so you can get your pricing to the market faster, and not miss out on that revenue.

LET US SHOW YOU

HOW MUCH LOST REVENUE CAN AUTOMATION SAVE YOU?

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