

WITHIN THIS CRISIS IS AN OPPORTUNITY

and innovation can mean small, incremental improvements or completely rethinking the way you manage your pricing. ATPCO invited some special guests to share how they're looking at what's ahead. Ready to chat more? You can always reach out to your regional rep.

WHO WE HEARD FROM



David Siegel
Chairman,
Sun Country Airlines



Eduardo Yanez
Pricing Manager,
LATAM



Cleary Puchley
Online Distribution Strategy
Manager, American Airlines



Alex Zoghlin
President & CEO,
ATPCO



Emmanuelle Yarusinsky
Pricing Sales Manager,
ATPCO

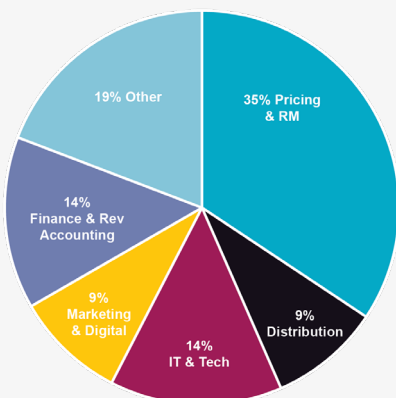


Mike Schlesinger
Retailing Sales Head,
ATPCO

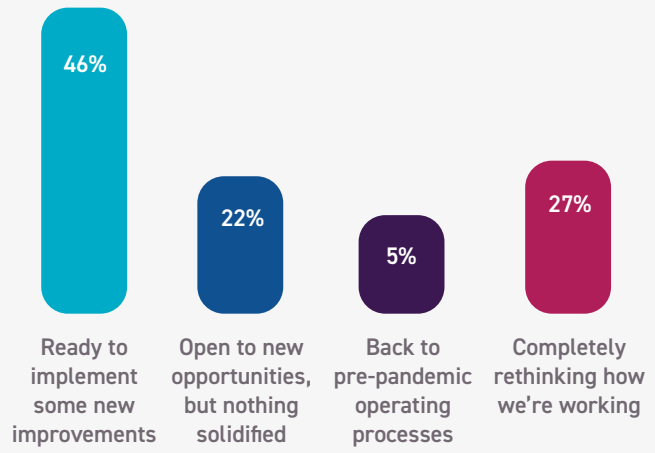


John Murphy
Chief Information
Officer, ATPCO

WHO JOINED US



WHERE WOULD YOU RANK YOUR COMPANY'S NEXT STEPS?



WHAT WE LEARNED

C-suite chat

Alex Zoghlin checked in with David Siegel on what three trends we'll see over the next five years:

1. Airlines need to **evolve their business models** across all segments and geographies to stabilize balance sheets and be prepared for the next pandemic.
2. There will be **market consolidation**. "The strong will acquire the weak, and the strong will get stronger," as a result of damaged balance sheets, lack of agility, and new entrants—particularly in Europe.
3. Expect **disruption in the market from technology** like data science and AI, which is influencing revenue management and customer understanding.



"Either you reinvent yourself or someone will invent a business model to take the market away from you."



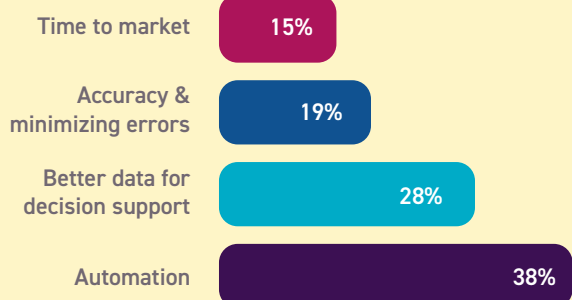
— David Siegel, Sun Country Airlines

The sustainable approach to pricing management

Emmanuelle and Eduardo discussed the relatable challenges LATAM faces in managing fare volumes, which across the industry increased seven times over from 2006 to 2020. Eduardo also emphasized the importance of using technology and automation that will grow with LATAM's evolving needs.

The audience agreed; airlines are trying to better address data and automation. "Data is the starting point for everything," as Eduardo said. Architect, ATPCO's pricing tool, supports these goals and more. We invite you to explore what it can offer.

WHAT ARE YOU TRYING TO ADDRESS MOST?



[LEARN: Architect](#) | [EXPLORE: Pricing Tools suite](#)



American Airlines' retailing journey

In conversation with Mike, Cleary highlighted the importance of Routehappy Content in making sure her airline's message was clear across all channels. As Cleary pointed out, "What good is it to our customers to have a good product if we don't highlight all the features in the booking channels that our customers use?"

Cleary also commented on the unexpected benefit of fostering internal cross-functional collaboration at American through their work with ATPCO's retailing team.



"You spend the majority of your travel experience in your seat. So what a fantastic way to show the product differentiators through images and descriptions within the booking flow."



— Cleary Puchley, American Airlines

[EXPLORE: Routehappy Content](#) | [ENGAGE: Talk to your regional sales rep](#)

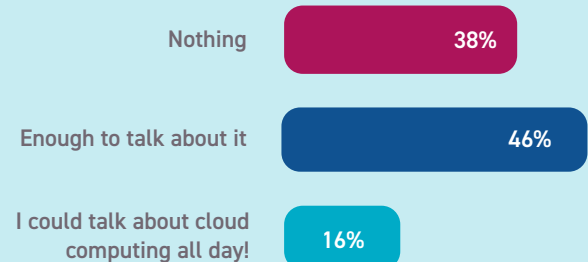


The unspoken innovation of cloud

John explained why the industry's evolution into the cloud will be pivotal to innovation. While physical data infrastructure is a burden, cloud computing allows for global scale, better performance, reliability, agility, and a pay-for-what-you-use structure. The cloud's easy flow of data, like water rather than oil, allows organizations to focus on their core competencies, not the hardware stack underneath them.

Cloud technology will represent a USD 1 trillion global market by 2026. ATPCO is using the cloud to build scalable APIs, adopt new technologies, and move faster than ever before.

WHAT DO YOU KNOW ABOUT THE CLOUD AND YOUR COMPANY'S USE OF IT?



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