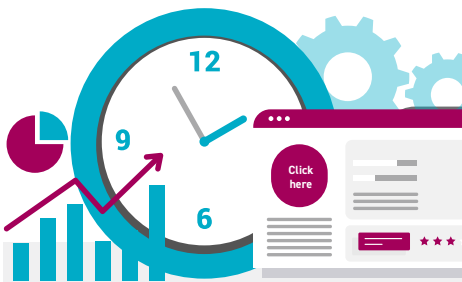


# How important is having a solution that reduces your time to market?



IT'S PROBABLY MORE THAN YOU THINK.

How much revenue is being **1 HOUR LATE** to market costing you?

Passengers per year	1,000,000	50,000,000	150,000,000
Tickets per hour	5	15	25
Hours late to market	1	1	1
Number of affected markets	10	25	50
<b>Annual lost revenue (in USD) for every hour you are late</b>	<b>-\$2,600,000</b>	<b>-\$19,500,000</b>	<b>-\$65,000,000</b>
Average fare amount used in calculation	<b>Economy</b> \$200	<b>Business</b> \$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?

#### NORTH AMERICA

Doug Sharpe  
US Tel: +1-571-347-3585  
dsharpe@atpco.net

#### LATIN AMERICA

Marcelo Freire  
US Tel: +1-305-433-8249  
mfreire@atpco.net

#### EUROPE, MIDDLE EAST, AFRICA

Chris Phillips  
UK Tel: +44-0-7955-206483  
cphillips@atpco.net

#### ASIA PACIFIC

Samuel Lau  
Singapore Tel: +65-6958-0952  
slau@atpco.net