

## THE BEST SOURCE FOR REAL-TIME COMPETITIVE PRICING DATA IN THE FLEXIBLE DISPLAYS YOU NEED TO MAKE SMART PRICING DECISIONS

### Why pricing analysts are using MarketView

#### TOTAL PRICE AND ALL KEY FARE COMPONENTS IN ONE DISPLAY

Manage flexibly by the total price your customer sees or by individual components. MarketView is a single source of all available public fares and your own private data and fare by rule data, along with the associated rules, footnotes, fees, surcharges and taxes that make up the total price of the offer.

#### TIMELY DATA FOR INFORMED PRICING DECISIONS

Get direct, real-time pricing insights on the lowest fares as well as on the broader market, so you can find and correct discrepancies across your entire product line. Part of ATPCO's FareManager platform, MarketView is an easy-to-use tool that allows you quick access and sorting for easy analysis.

#### CHANGE MONITORING AND EMAIL ALERTS

Use one screen to detect and download changes in fares (with Carrier-Imposed Fees and Total Price), footnotes, rules, and YQ/YR fees. Set up email alerts to get notified when competitive pricing action is happening.

### STAY COMPETITIVE WITH SMART AND TIMELY DECISIONS

Greater data accessibility, with faster and better analytic capabilities, has changed the way airlines manage their pricing strategies. Making decisions about the prices your customers see is complex because you need to gather individual price components and factor in competitors' data.

You can't afford to make decisions based on incomplete, outdated information. You need convenient access to

trustworthy, quality data and you need it now—whether it's the total fare or the base fare and associated rules, footnotes, and carrier-imposed fees. You can access it all in just one search in this easy-to-use, real-time tool. MarketView will help to protect your revenue, powering your timely pricing strategy.

### KEY BENEFITS

#### First tool to monitor YQ/YR

The first and only tool that can monitor YQ/YR

#### 2-5 minutes for updated fares

Fares in MarketView get updated within 2-5 minutes from transmission

#### Analysts save 1-2 hours a day

Our customers reported saving 1-2 hours a day of time saved in monitoring pricing changes

#### One-stop shop for all your pricing data

Monitor and analyze your entire market conditions in one application

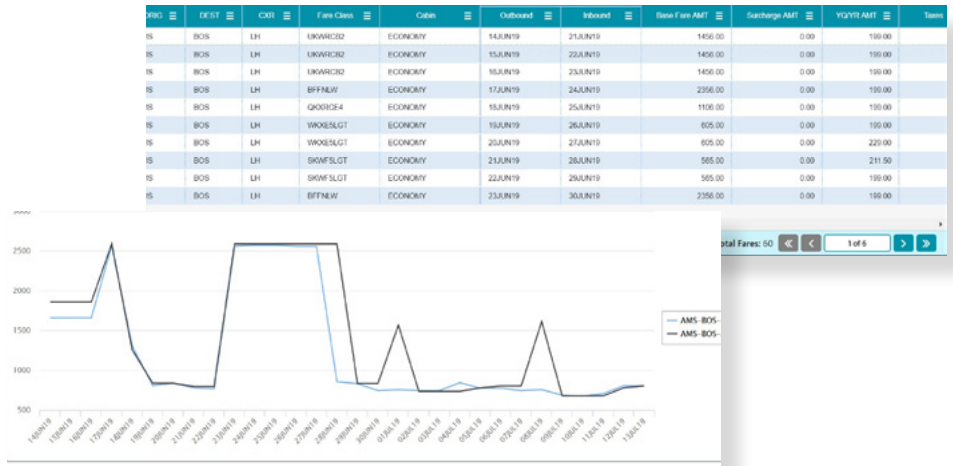
#### Receive email alerts

Change monitoring alerts will notify you when competitive pricing action is happening

# How MarketView simplifies your analysis

1

Easily sort and view market pricing in data view or graph view



2

Change monitoring summarizes the changes in the markets in a single screen view

Summary

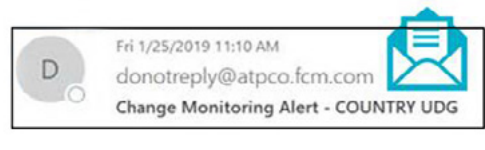
View Searched Criteria

GFS			FARES							FOOTNOTES		RULES
GFS Date	FAN	CXR	Total	New	Cancel	Increase	Reduce	Other	Total	Total		
30MAY19	BNG	DL	132	0	0	0	0	0	0	0		
30MAY19	BNH	KL	812	0	0	0	0	0	0	0		
30MAY19	BNE	AF	812	0	0	0	0	0	0	0		
30MAY19	BNF	AZ	812	0	0	0	0	0	0	0		
30MAY19	GRK	BA	770	0	0	0	0	0	0	0		

3

Receive email alerts notifying when competitive pricing action is happening

GFS		Work Unit	Time	CXR	Recd Date	FARES						FOOTNOTES
GFS Date	FAN					Total	New	Cancel	Increase	Reduce	Other	Total
25JAN19	D3S	IB-25JAN19-268	10:15	IB	25JAN19 11:00	0	0	0	0	0	0	1
25JAN19	D97	WW-25JAN19-4	10:43	WW	25JAN19 11:00	70	70	0	0	0	0	0
25JAN19	EAG	DL-25JAN19-561	10:45	AZ	25JAN19 11:00	32	32	0	0	0	0	0
25JAN19	EAH	DL-25JAN19-557	10:45	KL	25JAN19 11:00	32	32	0	0	0	0	0
25JAN19	EAI	DL-25JAN19-559	10:45	AF	25JAN19 11:00	32	32	0	0	0	0	0
						48	0	0	0	0	0	0



ARE YOU READY TO UNLOCK THE VALUE OF INSIGHTFUL COMPETITIVE DATA FOR YOUR BUSINESS?

**NORTH AMERICA**

Jay Brawley

US Tel: +1-571-347-3182

jbrawley@atpco.net

**LATIN AMERICA**

Marcelo Freire

US Tel: +1-305-200-8783

mfreire@atpco.net

**EUROPE, MIDDLE EAST, AFRICA**

Asma Raja

UK Tel: +44-20-8572-1322

AJetha@atpco.net

**ASIA PACIFIC**

Samuel Lau

Singapore Tel: +65-6958-0952

slau@atpco.net

