

Paris from  
**\$ 314**  
 Rome from  
**\$ 322**


**ProfitLine/Price**

ProfitLine/Yield

## ProfitLine/Price

The fare management solution that gets you ready to compete

Today, ticket prices and surcharges (e.g. for fuel) are moving faster than ever before. Though prices always have been a key factor of competitiveness it's not anymore just about offering the lowest price but setting up the cleverest pricing strategy regarding demand, capacities, and current price trends.

### Maximizing revenue per seat

ProfitLine/Price comes along with reduced distribution time. It raises your ability to react swiftly to market changes and create individual price structures which both is central to a systematic revenue protection. This is especially important with regard to the radical changes in pricing processes seen in the deregulation and increasing competition with different price models of the last few years. Our solution is on duty since more than 10 years and has kept pace ever since. It is taking accurately into account all available information thus enabling you to a sweeping quality of proactive or reactive pricing initiatives.

### Discover the power of adjustable pricing strategies

ProfitLine/Price is a fare management solution which covers the complete reactive and proactive pricing process for all kinds of fares such as

- ATPCO published and private fares
- ATPCO nego fares
- Amadeus nego fares
- Constructed fares
- SITA fares
- Market/Paper fares
- Internet fares

With ProfitLine/Price your airline can 'live' a highly productive pricing process. It enables you to cut reaction time to counter competitive pricing and develop effective and easily adjustable pricing strategies. This all is supported by powerful analysis tools (based on a comprehensive fare database) and a target orientated fare product distribution. The selection of functional components allows you to compose an individual, lean, standard, or advanced pricing solution that will help you to act profitable even in the most demanding environments.

### ProfitLine/Price creates value

- > **Reduced distribution time**
- > **Highly productive pricing process**
- > **Systematic revenue protection**
- > **Target-oriented fare product distribution**

### > ProfitLine

ProfitLine is the leading software solution for revenue management and pricing in terms of its methodology, technology, and excellent results. Currently it secures the market position of more than 35 airlines throughout the world.

#### ProfitLine products:

- ProfitLine/Price – The fare management solution
- ProfitLine/Yield – The revenue management solution

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**ProfitLine/Price**

Competitor Analysis

Fare & Rules Management

Decision Support

Fare Distribution

Business Data Integration

		Lean Solutions	Standard Solutions	Advanced Solutions		
ProfitLine/Price	Competitor Analysis	Fare & Rule Data Interpreter		Fare Analysis		
	Fare & Rules Management	Fare Management	Deal Management	Rule Management	Business Rule Configuration	Auto-matching
	Decision Support	Market Analysis		Pricing Simulation		
	Fare Distribution	ATPCO Distribution		Multi-channel Distribution		
	Business Data Integration	Sales Integration	NetNet Calculator	Fare Audit		

ProfitLine/Price solutions and modules

**An acute tool for improving business results**

ProfitLine/Price provides you with state-of-the-art functionalities to support the five major pricing steps – from Competitor Analysis and Fare & Rules Management to Decision Support, Fare Distribution, and Business Data Integration. Its comprehensive and acute approach has developed into one of the leading fare management applications worldwide.

**Meeting any pricing needs**

ProfitLine/Price supplies your airline with effective and efficient results in a seamless integration of the entire pricing and distribution process, supporting revenue accounting and revenue management systems. Combining internal and external data sources it provides you with a complete overview of the pricing situation for home carrier and competitors.

**A perfect fit to your airline**

With ProfitLine/Price you don't have to change the way you are doing business today. Instead you have a tool at hand to improve results. It addresses any individual needs of airlines of all sizes. As the solution is based on a modular concept, three types of functional packaging fulfil the requirements of various business models:

■ **ProfitLine/Price Lean Solutions**

Perfect for low-fare airlines that have to manage a proportionally large number of fares. You will enjoy a remarkable reduction of daily workload, save considerable expenditures and overall exceedingly shorten time to market.

■ **ProfitLine/Price Standard Solutions**

This package meets all the requirements of classic midsize carriers with traditional tariff systems, a prominent role as a code-share partner, and competition with the low-cost segment. It massively supports dynamic pricing business to ensure effective total revenue maximization.

■ **ProfitLine/Price Advanced Solutions**

With this type of solution large network carriers get a fare management solution to automate most of their pricing process even as fare management grows increasingly complex. The Advanced Solution of ProfitLine/Price covers all the pricing steps, giving consideration to various types of fares and fare data sources, including revenue-maximizing pricing decision support.

**Built to fight competition**

Today, each passenger carrier tries to continuously react to the ever-changing airline business. With ProfitLine/Price you implement a “weapon” giving you some advantages in the battle of taking the right decisions at the right time and distributing them as fast as possible. To achieve this, ProfitLine/Price is perfectly adjustable to your specific needs. The individual re-packing of ProfitLine/Price functionalities easily adapts to the changing business of the airlines, thereby dispensing with traditional airline classification.



ProfitLine/Yield

CR	ORG	CTRY	BEST	CTRY	FCC	FTY	CMP	CNG CO	Status	CHG AMT	CHG-%	Amount	Total Surt
VS	JMS	NL	OPT	ZA	DR	BU	C	I	LOADED	217.00	4.00	9539.00	
VS	JMS	NL	OPT	ZA	LHPXIM	DPK	Y	I	LOADED	182.00	10.20	1950.00	
VS	JMS	NL	OPT	ZA	LHPXIM	DPK	Y	I	LOADED	177.00	10.93	1796.00	
VS	JMS	NL	OPT	ZA	LLPXM	DPK	Y	I	LOADED	119.00	8.40	1535.00	
VS	JMS	NL	OPT	ZA	WV	BU	Y	I	LOADED	865.00	29.91	2997.00	
VS	JMS	NL	OPT	ZA	WVR	BU	Y	I	LOADED	2053.00	82.25	4549.00	
VS	JMS	NL	OPT	ZA	YHEEM	DEX	Y	I	LOADED	79.00	3.00	2710.00	
VS	JMS	NL	OPT	ZA	YHEEM	DEX	Y	I	LOADED	78.00	3.03	2653.00	
VS	JMS	NL	OPT	ZA	YLEEM	DEX	Y	I	LOADED	72.00	3.03	2449.00	
VS	LON	OB	LAX	US	KLMMBO	KAN	Y	DF	LOADED	-120.00	-19.48	496.00	
VS	LON	OB	LAX	US	KLMMBO	KAN	Y	DF	LOADED	-120.00	-20.48	466.00	
VS	LON	OB	MAA	US	KLMMBO	KAN	Y	DF	LOADED	-120.00	-19.91	495.00	
VS	LON	OB	MAA	US	KLMMBO	KAN	Y	DF	LOADED	-120.00	-20.51	465.00	
VS	LON	OB	NYC	US	KLMMBO	KAN	Y	DF	LOADED	-120.00	-20.87	455.00	
VS	LON	OB	NYC	US	KLMMBO	KAN	Y	DF	LOADED	-120.00	-22.02	425.00	
YY	BOO	OO	STO	SE	COVW	BU	C	IN	LOADED			2257.00	
YY	BOO	OO	STO	SE	OR	BU	C	IN	LOADED			4104.00	
YY	BOO	OO	STO	SE	POVW	FU	F	IN	LOADED			3980.00	
YY	BOO	OO	STO	SE	FR	FU	F	IN	LOADED			7237.00	
YY	BOO	OO	STO	SE	MHEEM2	DEX	Y	D	LOADED	-53.00	-2.80	1941.00	
YY	BOO	OO	STO	SE	MHEEM	DEX	Y	D	LOADED	-69.00	-2.79	2490.00	
YY	BOO	OO	STO	SE	MPX1M	DPK	Y	D	LOADED	-51.00	-2.87	1728.00	
YY	BOO	OO	STO	SE	MLJEM2	DEX	Y	D	LOADED	-47.00	-2.95	1603.00	

Fare & Rule Data Interpreter: Examples of increases and decreases in daily fare queue

Carrier	AA	LH	NL	Effective Date
Ticket Date	06.02.06	06.02.06	06.02.06	06.02.06
Travel Date	06.02.06	06.02.06	06.02.06	06.02.06
Effective Date	06.02.06	06.02.06	06.02.06	06.02.06
Source	ATPCO	ATPCO	ATPCO	ATPCO

Fare Analysis: Fare comparison between different competitors

### Making the core processes of fare management highly productive

Regardless of your business, ProfitLine/Price is helping you with all steps in the pricing process. All details are designed to result to increased revenues.

### Competitor Analysis: You get a deeper insight into the market

Fare & Rule Data Interpreter and Fare Analysis integrate various fare data into one fare database while interpreting fare information and maintaining tax-related, fuel surcharge (YQ) related and other basic data to achieve a comprehensive market overview. The performance of fare and market analysis completes the competitor monitoring process.

### Fare & Rules Management: You make a complex world easier to handle

Today's management of fare and rules can go far beyond editing and maintaining fares, rules, restrictions, and add-ons. Our solution includes the sophisticated handling of deals (Deal Management), the reduction of manual workload by automation (Automatching), and the verification of all modifications (Business Rule Configuration).

### Decision Support: You set up a systematic revenue protection

The integration of market information (Market Analysis) e.g. MIDT and in-house booking figures or revenue data provides your pricing analysts with well-founded decision-making support, thereby ensuring market-driven fares.

### Pricing Simulation Model: You know the consequences in advance

ProfitLine/Price includes a rather powerful *Pricing Simulation* Model that can tell you the impact of price and restriction changes and new or cancelled fares on market share, passenger demand, and revenue for all carriers within any given market. The model takes into account the entire complexity of a pricing decision in terms of pure passenger behaviour, passenger behaviour influenced by revenue management, market stimulation, revenue dilution, and competitor reaction/initiatives.

### Fare Distribution: Accelerate success

Once the fare editing process is completed, ProfitLine/Price distributes the data in no time via the appropriate distribution

channel. Essentially, it provides ATPCO automatically with the modified fare information as well as it feeds various other channels, such as proprietary airline web portals, Deal Fare Sheets or consolidators.

### Business Data Integration: Skipping the barriers for more productivity and better results

The integration of business data has become a major component in the pricing process. Our fare management solution interactively exchanges processed fare data information to support your revenue management and revenue accounting.

The web-based *Sales Integration* is another valuable tool giving your airline an effective communication channel for exchanging

information with the field organization and for helping to implement competitive air fares quickly in different markets.

### System requirements

- UNIX or Windows server and Windows XP, 2000 workstations
- Relational database: Oracle 10
- Available via AirSP, the Lufthansa Systems ASP solution

CAR	Origin	CO	Destination	C	BC	FOC	CUR	Amount	AVA	NetNet A	Effective	Discontinue	Deal Net	Deal Co
LH	FRA		NHC	V		VMRCEW	EUR	650.00			13/07/2005	01/09/2008		
LH	FRA		NHC	V		VMRCEW	EUR	650.00			02/09/2008	31/12/2019	TS-000K	TS-000K
LH	FRA		NHC	V		VMRBLW	USD	882.00			11/11/2005	01/09/2008		
LH	FRA		NHC	V		VMRBLW	USD	882.00			02/09/2008	31/12/2019	TS-000K	TS-000K
LH	FRA		NHC	V		VMRCEW	EUR	240.00			30/08/2006	01/09/2008		
LH	FRA		NHC	V		VMRCEW	EUR	240.00			02/09/2008	31/12/2019	TS-000K	TS-000K

*Sales Integration – the new web-client: Example for fare list in scenario detail*