ProfitLine/Price

Is your pricing effective?
Are all your fares correctly set according
to your competitive pricing strategy?

Are your pricing analysts spending too much of their time monitoring what is happening in the market?
What is the right price for you today – and tomorrow?

Improve your competitive pricing strategy

ProfitLine/Price gathers relevant information from different sources, presents this information in a user-friendly form, and loads it into the database. The pricing decision support available in PLP is a pricing analysis system that provides competitor fare structure comparison capabilities and assists airline pricing analysts with their daily price monitoring. This means that pricing analysts, relieved of the burden of tedious and time-consuming routine tasks, have more time to proactively ensure optimal pricing.

> End-price-based benchmarking

- Computes passenger end-price requests and provides graphical display of this information (All Inclusive Amount)

- Determines the applicability of a given fare on a given departure date

- Allows end-price to be quickly broken down into different components such as base amount, surcharges, YQ/YR, etc.

> Significant additional revenues by avoiding 'unmatched' situations

- Prevents the loss of passengers due to excessive pricing

- Minimizes 'lost revenue' when selling at a fare level below that of a competitor

> Automation

- Reduces time to market

- Gives analysts more time for proactivity

- Improves data quality

Features and functions

Effective pricing is essential for every business, as price is one of the first things that a consumer notices about a product and one of the key factors when deciding whether or not to buy it. Moreover, pricing is the lever with the greatest and quickest impact when it comes to maximizing profit.

So, why ProfitLine/Price?
Whether reactive or proactive, pricing workflow is completely embedded into the different components of the tool:

- The first process step, Competitor Analysis, is the core element of ProfitLine/Price. It provides the basic components to operate the system and is divided into Fare & Rule Data Interpreter – responsible for the preparation of and access to fare and rule information gathered from external sources – and Fare Analysis, which allows comprehensive reflections that present proprietary and competitor data in different ways and levels of detail depending on the analyst's focus.

- As a second step, Fare & Rule Management primarily contains all components related to edit functionalities. It supports the maintenance of changes in scenarios, together with an integrated approval workflow. The integrated Auto Matching function also enables the user to define rules to automate the reaction to competitor fare changes, thus speeding up time to market and avoiding unmatched situations.

- Decision Support regulates the decision-making process to ensure that the right strategy is applied according to competition and market share. This component contains modules such as Market Analysis and All Inclusive Amount. Starting with the possibilities offered by the All Inclusive Amount, the last module,

End-Price-Based Benchmarking facilitates routine monitoring by providing a detailed scan of competitors' future fare structures. It enables analysts to benchmark the host carrier against its competitors based on market intelligence and price structure (consumer end prices). The business benefit is obvious: efficiency is increased and pricing decisions are faster, more punctual and of undoubtedly higher quality.

- When it comes to one of the major steps within the overall pricing process, the Distribution of the new fare and rule information, ProfitLine/Price distinguishes between standard ATPCO distribution and distribution to various other sales channels.

- Business Data Integration relates to the interfaces that export fare data to Revenue Accounting and the required calculated fare data to Revenue Management on a regular basis. Furthermore, it is possible to integrate and process fare requests transferred by external sales organizations via a special webpage using the Sales Integration component. Last but not least, the Frames module ensures alignment of corporate sales and pricing via Frames, which defines the allowable ranges for corporate Net rates for any given market.

**Ready for optimize your pricing?**
Preparing for efficiency. At the push of a button.
Competitive pricing. Automated and efficient.
End-price calculation. Breakdown of fare components allows for punctual monitoring. Wide variety of pricing data sources interpretation and maintenance. Entirely reliable.
Business Data integration.
ProfitLine/Price is ready for you.
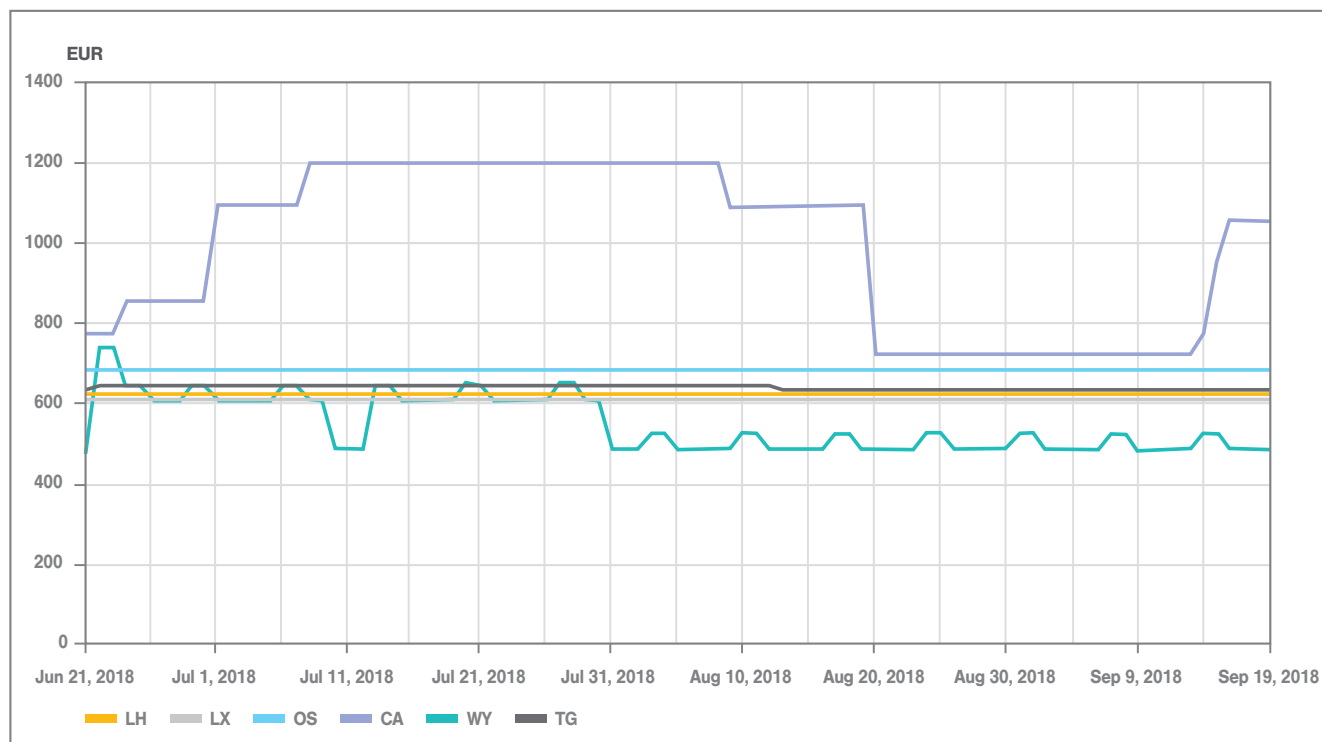
End-price based benchmarking graphical display