

A composite image featuring a group of business professionals in a meeting. In the foreground, a man in a blue suit is pointing at a laptop screen. The laptop displays a table with columns labeled 'Sector 1', 'Sector 2', 'Sector 3', 'Sector 4', and 'Sector 5', and rows of numerical data. A bar chart is visible at the bottom of the laptop screen. In the background, other people are looking at the screen. The entire scene is overlaid with a semi-transparent grid pattern. The background of the image shows a modern glass skyscraper.

How to make MarketView work for you

WEBINAR, OCTOBER 4

atpco

SPEAKERS



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AGENDA



- The solution
 - How it all came together
 - Our promise
 - Ways to take advantage
 - Don't take just our word for it
- Live Demo
 - Three types of searches
 - The use cases
 - Key takeaways
- What is coming next
- Q&A

PRODUCT EVOLUTION // Just a month ago



- Three separate applications
- Three separate search screens

PRODUCT EVOLUTION // **Current state**



- Single search screen
- Shared UDG
- Easily toggle between search results

MARKETVIEW // Our promise

For airline pricing and revenue management teams, ATPCO MarketView is the industry-trusted tool that provides you with the wide-ranging competitive pricing data and market insight in real time to inform winning commercial strategies and pricing decisions.

MarketView offers the flexibility to view data your way, whether you want only the lowest fares in a market or the entire fare range, the total product price or all the individual components, you can access it all quickly in just one search using this easy-to-use tool.

MAKE MARKETVIEW WORK FOR YOU



One-query access to pricing data elements summarized and packaged together into a meaningful product your traveler sees.



Monitor and analyze market conditions of the competitive landscape so you can make well-informed decisions based on a clear understanding of pricing trends and the competitive landscape.



You work hard to determine competitive pricing strategies and keep your policies intact. Audit fares, rules, footnotes, and carrier-imposed fees to ensure all your product components are pricing as intended.



Download a customizable summary view of fares, rules, footnotes, and carrier-imposed fees to support internal analysis needs and to build an internal database of competitive intelligence.

WHY CHOOSE **MarketView**



Total Price and all key components in a single display



Always timely data for informed pricing decisions



Quick, convenient and affordable access



WHAT OUR USERS ARE SAYING

“The tool is *very intuitive to work with*; I needed just one learning session to get me going “

“We always make use of MarketView and the changes are very positive. Apart from YQ/YR information, we are now able to *use Market View by Fare to search add-ons in public fares and complete rules information that we could not do before (ie. Day Type)*”

“ATPCO’s Total Price provides the *insights I need to understand the market, allowing great visibility to total price and its components*, so I can analyze and adjust my prices in a particular RBD according to my strategy”

“Having the possibility to *download* all data we need to excel/access it *makes our job easier*”

MarketView Capabilities

- New user interface
- Filter and Sort
- Rearrange Columns
- Save grid settings
- Download
- Save Searches
- Create groups of markets (User Defined Groups)

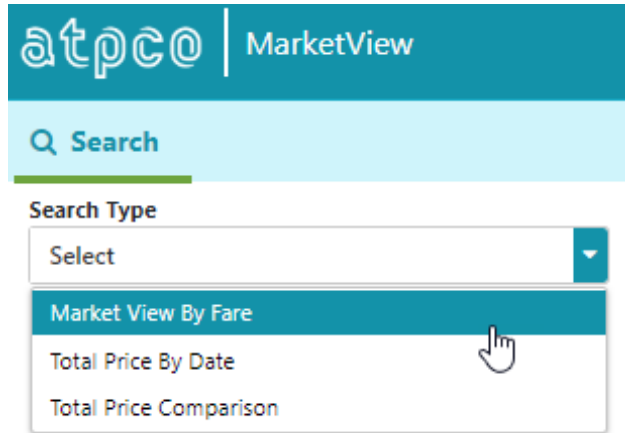


Three ways to analyze the market

- **Market View by Fare**
 - All products available for sale on any travel date, with pricing details
- **Total Price by Date**
 - For a range of travel dates, calculate the total price for all applicable fares for requested carriers
- **Total Price Comparison**
 - For a range of travel dates, calculate the *lowest* total price against your competitors

KEY TAKEAWAYS

MARKET VIEW BY FARE



- Fare Rule Merge Display
- Seasonality Details
- Fare Rule Text
- YQ/YR Calculation Details
- Surcharge Text
- Constructed Fare Construction Details

TOTAL PRICE BY DATE



- Lowest Summary Graph
- One Day Breakdown Graph
- Fare Class Graph
- Daily Price Breakdown Graph
- Graph and Grid Toggle

TOTAL PRICE COMPARISON



- Comparison Grid View
- Carrier Comparison Graph
- Lowest Price Comparison Graph
- Total Price Breakdown Details
- Compare Total Price Breakdown

CALL TO ACTION

- Start using MarketView
- Tell your colleagues
- We are here for you, contact@atpco.net
 - Request personalized product demo
 - Provide feedback
 - Become a partner for future developments

WHAT IS COMING NEXT

MARKETVIEW PRODUCT ROADMAP

4Q18

- Change Monitoring
- Total Price Comparison by cabin
- Usability and analysis enhancements

1Q19

Total Price by Fare

2Q19

Rule Attributes in
Total Price Display

FUTURE CAPABILITIES



BENEFITS

- Additional Data: Web Fares
- Identify and prioritize price changes
- Total Price display in every view
- Control the data you analyze
- Focus on analysis instead of data gathering
- Update data directly
- Expanded History



PILOT OPPORTUNITIES

- Share your business needs and requirements
- Test functionality in development
- Provide your feedback



TARGET IMPLEMENTATION

- 2H 2019 and beyond

We will continue to evolve MarketView to become a single place for all relevant market changes intelligently gathered, monitored, and analyzed in real-time

THANK YOU!

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