



**CONSULTING**  
**DEVELOPMENT**  
**IMPLEMENTATION**



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## WHAT WE DO

We are Revenue Management (RM) experts and passionate.  
Together, we want to make revenue increase a general concern in the organization.



### AUDIT

We put our RM expertise and passion at your service so that the Audit we deliver meet fully your expectations.

Our strongest asset is our Audit Tool. It shows clearly any revenue opportunity loss due to either dilution or spill. The results are accessible via an interface dedicated to either analysts, RM managers or Top Management.

Contact us and ask for a free audit of one of your route.



### CONSULTING

We support your RM team in adjusting the processes to the RM tools. When necessary, we develop additional tools in order to fill some gaps. We have the ability to run temporarily the RM for you on some sample routes and set up new strategies and tactics which can be later on transmitted to the team.

If you need support in creating you RM department or in improving it, if you need advices for adapting to some market changes or if you want to find some improvement leverages, please contact us.



### DEVELOPMENT

From simple but smart reporting to strategic and dynamic pricing and RM solutions, from B2B innovative pricing to ancillary revenue optimization, we are agile enough to develop with you, stage by stage, the solution you need.

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## MISSIONS

# 01

Advise, design  
and deliver price  
oriented decision  
support solutions

# 02

Help our clients  
extract the  
intelligence  
from market  
dynamics

# 03

Integrate transparent  
Revenue Management  
and pricing decisions  
with management  
strategy



Yieldin's vision of Revenue Management is regrouped in three main points.  
Our goals and expertise have enabled us to create a system that meets our vision of RM.

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## OUR VISION



### GOALS

YIELD, as a mean to profitability, is not the property of the Revenue Management department; it belongs to all. Our solutions are logical enough to be understood but also flexible enough to adapt to fast moving environment and strategies. Together with our clients we bring the focus on the yield, profitability based on revenue. We build smart reports, but also design dynamic and strategic Pricing tools. WE INCREASE YOUR REVENUE.

### EXPERTISE

Our expertise in various sectors applicable to RM brought us to the conclusion that if RM still needs to rely on solid math algorithms, RM systems can't be black boxes anymore, they have to be understood by everyone, from RM Analysts, to Commercial and Top Managers.

RM decisions used to rely only on internal factors such as Demand Forecast, Fares and Inventory. Nowadays, external factors have everyday more their importance as demand becomes increasingly volatile and competition prices tend sometimes to be hysterical.



### SYSTEM

Therefore, we decided to create systems that take decisions according to both internal and external factors. Our systems are reactive enough to adapt themselves to any change on the market place. They are able to take into consideration some top management strategic decisions. Because of market instability, we do not think that the quality of RM systems recommendations should rely only on perfect accuracy of demand forecast. Thus, systems should put the stress on market logics and search for evidences of either revenue dilution or demand spill.

We are looking for perfect symbiosis between our systems and their users, as it is between an airline pilot and his aircraft. We believe analysts should be able to drive the system themselves, or set it up in full automatic. In case the manual pilot is on, users should be able to lean on powerful warnings.



20 avenue de Kléber

75016 Paris

[contact@yieldin.com](mailto:contact@yieldin.com)

