



TOTAL AIRLINE DISTRIBUTION ANALYSIS

POSEIDON

SOLUTION PRESENTATION

Poseidon is a distribution analytical tool that will allow an airline to get a more comprehensive and precise view of its actual costs to board a passenger. Poseidon is based on our industry-leading BIDT analysis and reporting tool, Zeus. A web-enabled product, Poseidon is intuitively easy-to-use, employs standard Windows functionality and, based on a scalable client/server platform, can grow with your end-user's needs. Poseidon can deliver a full-featured and complete picture of your total product distribution costs.

If you are interested in developing and managing a complete distribution cost strategy Poseidon is your answer. In addition to aggregated GDS costs, Poseidon incorporates and allows the analysis of other cost elements such as Dynamic Availability, Ticketing, Credit Card and Billable Transaction charges. This solution will set you apart from your competition.

Product Description

Phase I

I. Importing data

Expand amount of distribution cost data beyond the BIDT data provided by GDSs:

- Add Dynamic Availability charge information
- Add Ticketing charge information
- Add Credit Card charge information
- Add Excessive reverse units information
- Add Billable Sabre Transactions charge information
- Import Aggregate data from Zeus for net segments and cost at the Cost Center, Pseudocity and country levels.
- Include cost field and values for each of the non-BIDT files on import.
- Add GDS non-BIDT charges for all GDS's using manual input form (e.g. MIDT, TIDT, ASTs etc)
- On import Poseidon will assign all records to Cost Center using the Zeus country codes table
- Calculate pricing and insert calculated costs into Cost field

- Convert EUR-based costs into USD either as a calculated cost or direct import of cost value from source data.

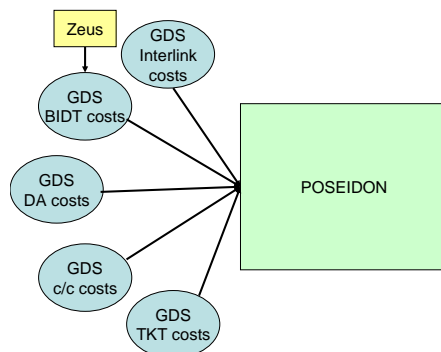
II. Reporting

There will be two levels of reporting:

- Analyze data within the individual tables using the Filter Builder.
- Combine data from multiple tables using a Report Writer included in the product.

Since Poseidon will import net booked segments from Zeus, cost can be analyzed down to the cost per net segment level.

“POSEIDON” phase one



Phase II

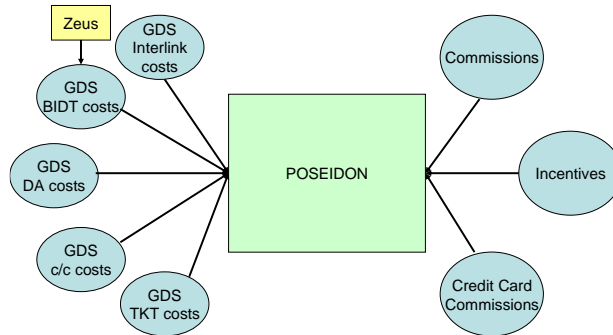
Add internal input:

- Commissions, incentives and credit card commission fees from internal accounting system using source data exported from airline’s accounting system.
- Overhead
 - ❖ Actual GDS cost
 - ❖ Airline web site
 - ❖ Reservation offices
 - ❖ Ticket offices
 - ❖ Sale offices
 - ❖ FFP costs
 - ❖ Etc.

Summary costs broken down by country or cost center

Reporting: Total distribution cost by market, POS, agency or IATA number.

“POSEIDON” phase two



Phase III

Add revenue accounting data (Airline revenue system, BSP, ICH) plus direct (web and own offices) sales.

Reporting - total cost per coupon, distribution channel, agency and cost of sales ratios. (Distribution cost per RPM/RPM or ASM/ASK)

“POSEIDON” phase three

