AIRLINE DISTRIBUTION MANAGEMENT

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ZEUS

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SOLUTION PRESENTATION

ZEUS assists an airline to understand distribution trends, develop effective strategies to combat abusive booking behavior and identify distribution cost inconsistencies for corrective action. ZEUS supports data from all GDSs, enabling it to provide a comprehensive information database and decision support tool.

Don't miss an opportunity for your company to introduce ZEUS to drastically reduce your distribution costs. ZEUS is a "State of the Art" BIDT product developed by Airlogica. It is defined as a Management Information System as it assists business analysts in understanding distribution trends and allows management to develop strategies immediately to overcome problem areas. Its main source is the Billing Information Data Tapes (BIDT) from all GDSs, enabling it to provide a comprehensive information database and decision support tool.

The main uses for ZEUS BIDT MIS

ZEUS is defined as a Management Information System. Its main purpose is to Validate, Audit and Analyze the billing Information Data Tapes (BIDT) from all GDS companies and data from other sources in order to provide a comprehensive information database.

Airlines are moving away from examining overcharges and move towards auditing for critical information required to make rapid, yet sound decisions on cost reduction opportunities.

ZEUS is the first system in the market to provide airlines with the special tools needed to fully appreciate their distribution patterns and to identify cost-of-sale reduction opportunities.

The system achieves this by:

❑ Allowing analysis of the entire GDS environment (including GDS Internet booking Sites) at both macro and micro levels
❑ Providing market segmentation capabilities
❑ Code-share/alliance relationships and regional cost-center charge-backs
❑ Enabling airlines to implement tightly targeted cost reduction programs, rather than 'blanket' policies
❑ Confirming and quantifying the success of current distribution strategies or demonstrating the need to make changes.

Potential Strategies

- ❑ Analyze internet booking trends
- ❑ Code-share/alliance relationships
- ❑ Confirm success of current distribution strategies or the need for change
- ❑ Incorporate other on-line data sources
- ❑ Passives
- ❑ Waitlists
- ❑ Duplicates

ZEUS - BIDT Analysis Tool

- ❑ Invoice reconciliation
- ❑ Validate and quantify the success of cost control initiatives
- ❑ Analyze and track booking activities

  - ❖ Actual costs of distribution through GDSs

  - ❖ Quality of bookings

  - ❖ Abuse and inefficiencies

  - ❖ Agency relationships

  - ❖ Booking patterns

- ❑ Normalizing the data allows easy comparison
- ❑ Additional fields allow unique cost centers, ability to track and manage agencies
- ❑ Nonproductive segments are tracked through their life cycle

Why ZEUS

- ❑ All GDSs supported and ZEUS will support all GDS agreements like Full content, Opt-in/Opt-out etc.
- ❑ Provides complex pricing support
- ❑ Manage and calculate negotiated rates

- ❑ Standardized data fields across all sources

- ❑ Provides multiple currency capabilities

- ❑ Cost savings reporting

- ❑ Cost projections

- ❑ The Airlogica staff keeps it current for you

- ❑ Excellent support from an active users group

- ❑ Integrating other data with ZEUS

- ❑ Complete Automation- Automatic processes. Automated auditing from import to reports