



Beyond fares: What's ahead for dynamic offers

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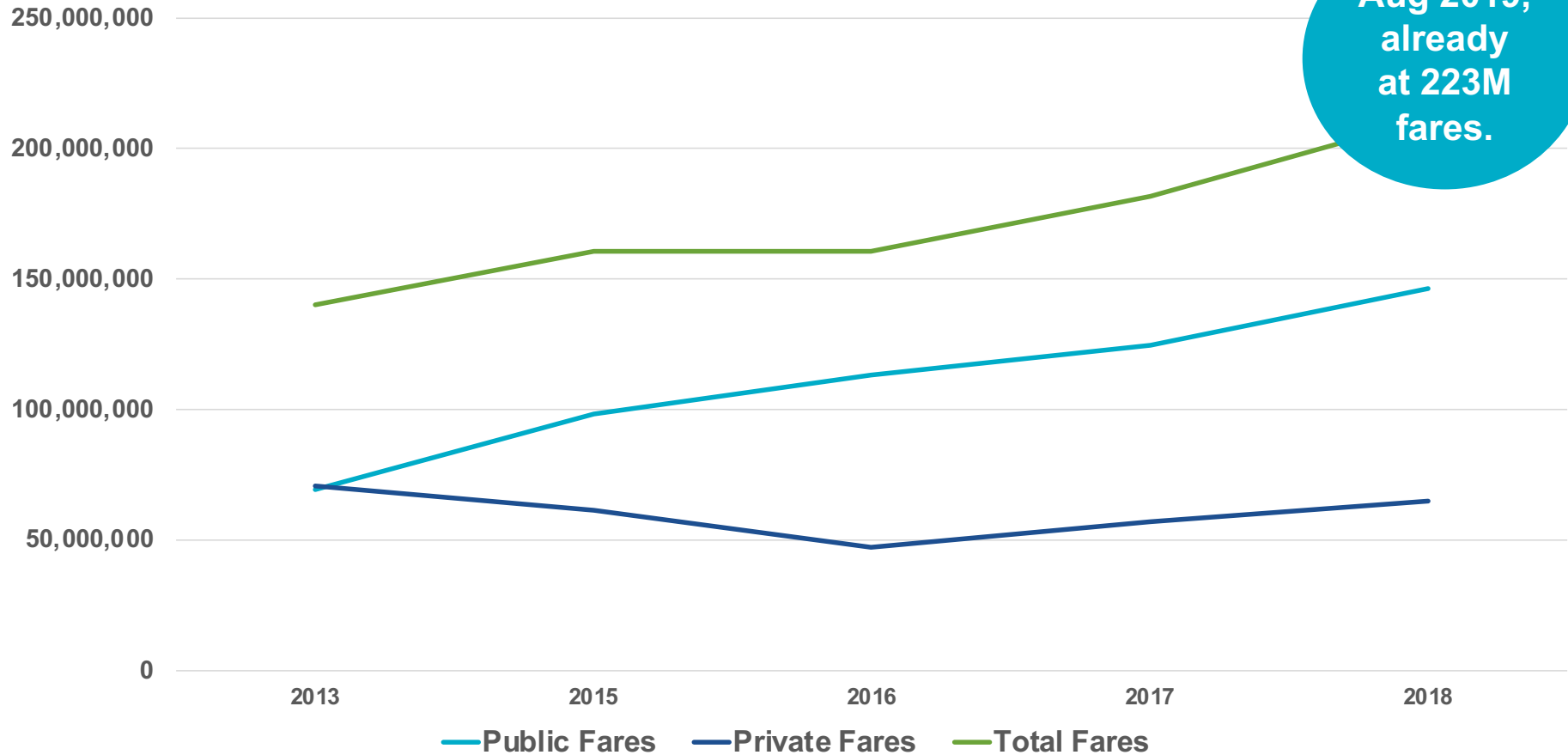
ELEVATE 2019

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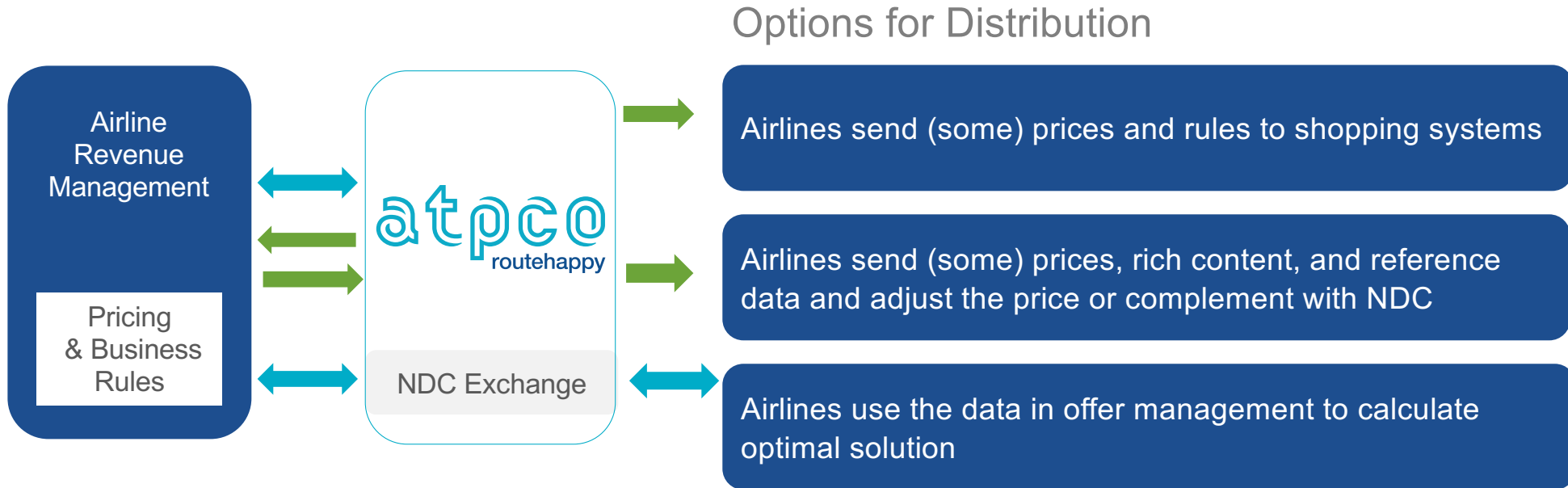
Flight shopping in the next 10 years

- **Airline retailing & product flight shopping will replace low fare search**
- **Dynamic Pricing will have many “flavors” and be the new norm**
- **Airline fare filling will not exist as it does today!**

Fares Year-Over-Year



ATPCO's role as offer management evolves



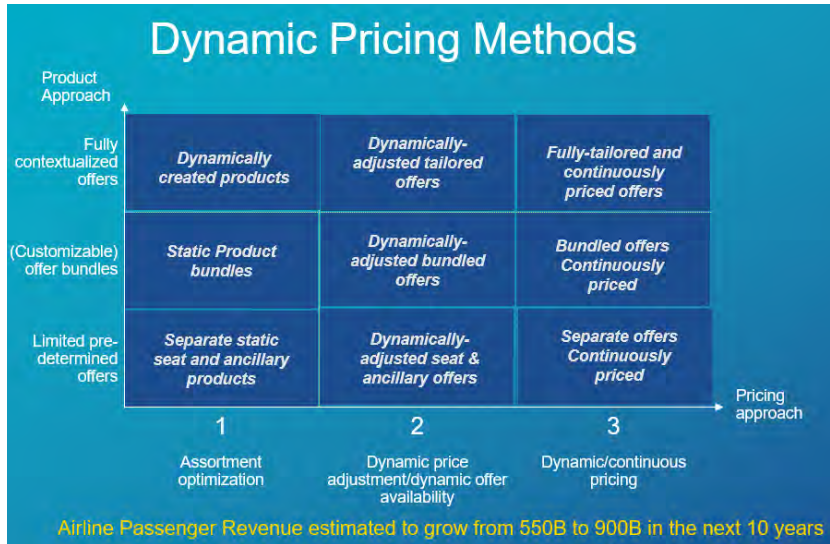
Fare filing/file transfer

Request/Response

Dynamic Pricing Focus

1. Do not mess up the industry's **USD 550B** of passenger revenues
2. Support and **improve capabilities** for all methods
3. Ensure the approaches are **interoperable**
4. Ensure the approaches work from **shopping through settlement**
5. Ensure the approaches work for **interline**
6. Help to identify **where value can be created** (costs and benefits)

A common industry definition is critical



reduce the barriers to entry

ATPCO is reducing the barriers to entry to adopting Dynamic Pricing

by

Simplifying
the model

Making each
approach
easier to
understand

Creating
guidelines to help
you implement

Announced today

ATPCO's simplified model for Dynamic Pricing

Optimized
Pricing

Adjusted
Pricing

Continuous
Pricing

Dual RBD

Quantum
Pricing

DPE
Predefined
Pricing

DPE
Generated
Pricing

Min/Max
Pricing

Bid Pricing

Predefined price points with
dynamic availability

Predefined price points with
dynamic price adjustments

Fully dynamic price
determination

Announced today

ATPCO's simplified model for Dynamic Pricing

Optimized Pricing

Predefined price points with dynamic availability

Dual RBD

Capability to increase price points by requiring inventory in 2 different RBD

Quantum Pricing

More frequent updates based on automated price determination and upload APIs

Adjusted Pricing

Predefined price points with dynamic price adjustments

DPE Predefined Pricing

DPE determines optimal price from a set of defined (pre-distributed) prices

DPE Generated Pricing

DPE determines optimal price and adjusts pre-distributed price

Continuous Pricing

Fully dynamic price determination

Min/Max Pricing

Airlines distribute a min/max range, eliminating the need to pre-distribute individual prices

Bid Pricing

Airlines link their Revenue Management systems directly to price determination

Announced today

ATPCO's simplified model for Dynamic Pricing

Optimized Pricing

Predefined price points with dynamic availability

Dual RBD
Implementation
Guide

increase price points by requiring inventory in 2 different RBD

More frequent updates based on automated price determination and upload APIs

Adjusted Pricing

Predefined price points with dynamic price adjustments

NEW Dynamic Pricing Engine Implementation Guide and Standards

(pre-distributed) prices

Continuous Pricing

Fully dynamic price determination

Industry Discovery - Be a part of building the future of pricing

Airlines distribute individual prices
Airlines link their systems directly to price determination

the first step in your journey

innovating better together

ATPCO + PROS



Surain
Adyanthaya
PROS

#ATPCOelevate

atpco
routehappy



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