

## Cybage enables a leading revenue solutions provider maximize airline business



### ABOUT OUR CLIENT

Technology leader in innovative solutions for sales effectiveness, pricing effectiveness, rebate management, and revenue management systems across the globe.

Partners with airlines to deliver a personalized experience to the end customer, leveraging the power of data science and AI.

A dominant player of the airline revenue management industry with 80% market share.



### BUSINESS NEEDS

#### equip

airlines to optimize their network and grow revenue.

#### ensure

scalability to onboard and assist over 100 airlines.

#### arm

multiple airlines with complete data isolation.

#### drive

group sales profitability for airlines.

#### offer

a comprehensive reporting tool.

#### introduce

enhancements and features in airline services.

#### provide

ongoing support for algorithm optimization to keep up with market needs.



### SOLUTION APPROACH

Created custom algorithms to maximize true network (O&D).

Defined rule- and policy-based dynamic pricing for sales and revenue management.

Configured revenue management system platform for revenue optimization.

Designed algorithms for forecasting group materialization behavior.

Built contract management and booking engine for group sales.

Developed precise decision matrix for retail and group revenue management.



### TECH IMPLEMENTATION

Implemented technologies like C/C++ and Java for optimizing application layer performance.

Deployed MS SQL and Oracle DB to support the need of a multi-tenant DB for various airlines.



### BUSINESS IMPACT



Airlines witnessed a rise of **2%** in global revenue with O&D network optimizer



Dynamic pricing algorithm maximized group sales of **70+** airlines



Visual reporting increased data study efficiency by **25%**



Client drives more than **400** million prices and **1.7** billion forecasts in more than **30** industries globally in a day

## Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



MICE



Specialty Lodging

## Let's boost profitability

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