



Merchandising Analytics for NDC-*Xpress*



Customer insights that count

A powerful analytics platform that translates raw XML shopping data into actionable insights to support airline NDC merchandising strategies.

THE PLATFORM

Deployed in a SaaS model Triometric Analyzer captures, analyses and visualises NDC-*Xpress* XML message streams. It delivers real-time insights into customer shopping and booking behaviour via reports, custom dashboards and alerts. The platform brings together large data volume processing capabilities, real-time analytics and visual dashboards into a single platform to give airlines the insights they need to develop dynamic and responsive merchandising strategies.

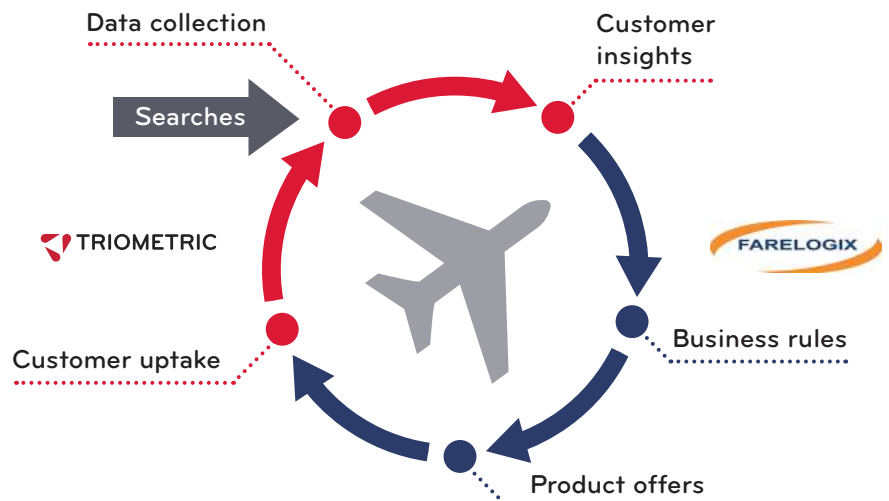
CLOSED LOOP RETAILING

The Triometric analytics portal delivers meaningful customer shopping insights that enable airline offers to be continuously fine-tuned in line with real-time market experiences and needs. As a combined service, we deliver a closed loop – a constantly improving process between the Farelogix transacting system handling day-to-day business and the Triometric intelligence system delivering guidance to achieve maximum efficiency and profitability.

When you have access to your current and historical search and booking data in context, then you can better influence the presentation and pricing of your offers going forward and target preferred customer segments or channels. You will know which are your most valuable sources of traffic, or your most profitable destinations and products. With this insight you can work to optimise those that are underperforming. In effect you will have the insight you need to revenue manage your ancillary offering.

IATA's New Distribution Capability (NDC), based on open XML communication standards, is helping airlines to transform their merchandising through the indirect channel. A key challenge is to regain the customer relationship, through better customer segmentation and profiling that can influence the dynamic offer cycle.

Triometric has teamed up with Farelogix to deliver the analytics layer to get deep insight into product searches and bookings. Understanding what the customer wants to buy and is willing to pay for is key in winning the competitive merchandising battle.





BENEFITS

Using Triometric as part of an NDC-*Xpress* powered by Farelogix merchandising engine you can:

- > Analyse consolidated shopping and booking data
- > Slice and dice according to key performance indicators
- > Gain 'at a glance visibility' via dashboards – ideal for troubleshooting issues
- > Gauge the search request and booking performance of each distribution channel
- > Track and avoid timeouts
- > Analyse results and develop improvements by:
 - Products and offers
 - Markets and trends
 - Errors (Business and IT)
- > Better understand what is driving your conversions
- > Differentiate product offerings beyond just price

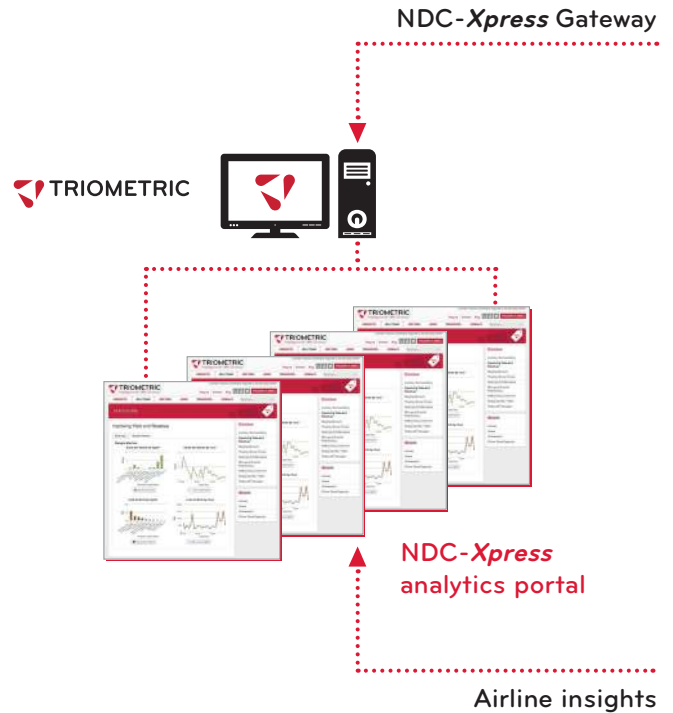
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WHAT YOU CAN DO WITH YOUR DATA

- > Analyse your complete merchandising performance – (searches and bookings)
- > Customer Segmentation to improve relevance of offers
- > Monitor the performance of your channels
- > Optimise your retail opportunities with real-time insights
- > Take timely action based on data-driven insights into actual demand

THE SERVICE AT A GLANCE

- > Hosted in the Farelogix data centre
- > Dashboards and reports accessed via a secure browser login
- > Captures all NDC data traffic (searches and responses)
- > Near real-time reporting
- > Pre-built and custom reports available including:
 - KPIs dashboards
 - Hourly booking/transaction summaries
 - Quality of service and other operational reports
 - Transaction errors
- > Threshold based email alerting



ABOUT TRIOMETRIC

Triometric is a specialist provider of XML-based business intelligence and operational analytics to the online travel industry. We help customers understand the intelligence embedded in their xml messages. With this insight they are able to identify and quickly remove bottlenecks, spot emerging trends and plan and optimise capacity more effectively. Today Triometric technology processes over one billion transactions every day.

Triometric brings measurable value to airlines. Being able to spot and respond to consumer trends quickly can help airlines sell seats to the right customer at the right time for the right price before the 'sell by date'. In an age when IT and applications become more complex and more dynamic, the winners will be those that have actionable insights.