



Analytics for NDC

Helping airlines become modern retailers with real-time insights into real-life customer search and booking transaction flows.

Customer insights that count

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

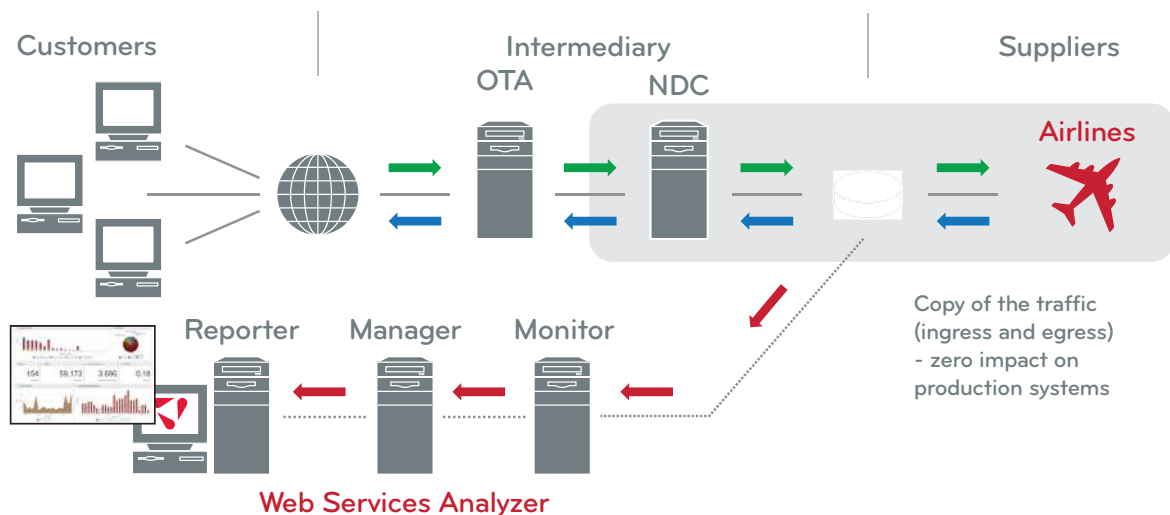
NDC is based on XML and XML data analysis gives deep intelligence into customer shopping intent and buying behaviour. We deliver the analytics platform airlines need today to develop dynamic and responsive NDC merchandising strategies.

Armed with customer intelligence you can take action to optimise sales and improve revenues.

THE PLATFORM

Triometric Web Services Analyzer is an XML business intelligence and operational performance monitoring platform that can easily be deployed as part of your data centre capabilities. Request and reply data combined builds a very complete picture of supply and demand. Whether transacted by the end consumer directly or through an agent, if the traveller data is rich enough then there is ample scope to use this insight in the tailoring and pricing of offers. The system is non-intrusive, running on separate servers that capture (copy) and analyse your XML message streams with no impact on your live service performance. It is easy to install, connect and support.

The solution brings together large data volume processing capabilities, real-time analytics and visual dashboards and key indicator alerts into a single platform to give airlines visibility into shopping intent on which accurate and timely personalised offers depend.





BENEFITS

Triometric offers user-defined analysis capabilities and reporting tools to help airlines:

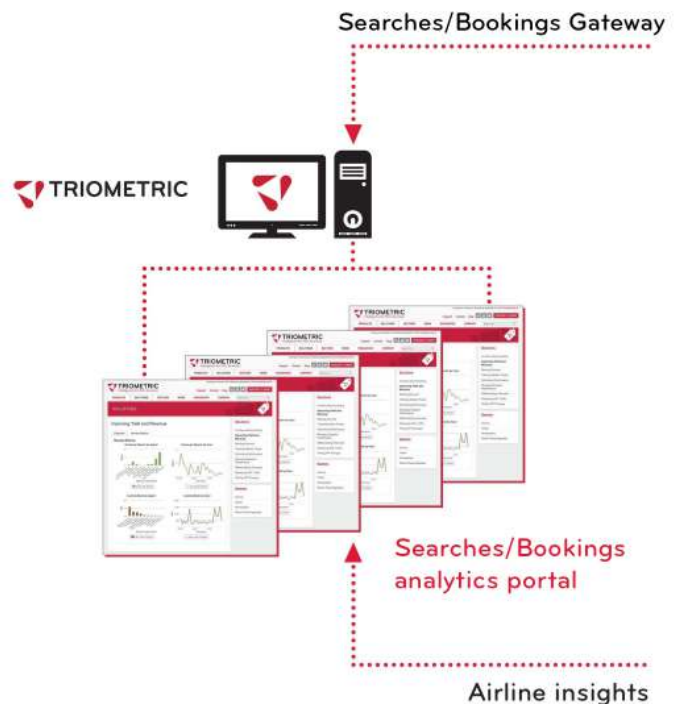
- > Analyse consolidated shopping and booking data
- > Slice and dice data according to key metrics
- > Get “at-a-glance” overview (via dashboards)
- > Analyse results and develop improvements by:
 - Products and offers
 - Markets and trends
 - Errors (Business and IT)
- > Better understand factors behind conversions
- > Monitor the overall “health” of supply and demand
- > Innovate and differentiate product offerings beyond price
- > Define and target preferred consumer segments/channels.

WHAT YOU CAN DO WITH YOUR DATA

- > Analyse your complete merchandising performance – (searches and bookings)
- > Identify customer segments 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 SOLUTION AT A GLANCE

- > Installed in your data centre
- > Captures all NDC data traffic (requests & responses)
- > Dashboards, scheduled reports, alerts
- > Near real-time reporting
- > Threshold based email alerting
- > Pre-built and custom reports available including:
 - KPI dashboards
 - Hourly booking/transaction summaries
 - Quality of service and other operational reports
 - Transaction errors



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.

In an age when IT and applications become more complex and more dynamic, the winners will be those that have actionable insights. Today Triometric technology processes over one billion transactions every day.

Your perfect business intelligence partner