



Case Study

Setting Optimal Prices

Assessing and Managing Customer Demand Across the Enterprise

An overview of expected customer demands for products and services is central for companies with regard to planning their resources and setting the best possible prices. Utilising a web application to collect and evaluate relevant parameters as part of a revenue management solution, VIA Software supported an international airline in their desire to centralise data collection and further processing throughout the company.

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Challenge

International events, conferences and trade fairs significantly impact the demand for travel and customer willingness to pay, accordingly. Varied scenarios arise at the beginning, during and at the conclusion of these events. For transport industry service providers such as airlines, bus and train operators or taxi companies—as well as those in the hotel and accommodation industry—evaluating this data is essential in optimising revenue management.

Our Contribution

For one client, VIA Software replaced an existing solution (based solely on data collection using standard spreadsheet software) with a custom-built web application. All of the company's global offices can thus enter international event data into a company-wide database at any time, making information readily available for cross-company evaluation.

This application provides the ability to automatically categorise events by relevance, based on periodic analysis of historical yield data over time. It also connects to all client IT systems that process said event data. Ultimately, VIA Software supported the client in designing and implementing this web application and continues to offer continuous adaptations that align with evolving client needs.

Benefits for the Client

- ◆ Through the web application, employees can view all stored data at any time and supplement as necessary.
- ◆ External organisation staff scattered worldwide can enter information directly into the application without the need to collect and merge data from different sources.
- ◆ The central database and integration into company-wide IT structures ensure all departments can access the entire data stock at all times for planning and evaluation processes.
- ◆ The data provided by the developed system based on evaluations of historical demand and revenue figures enables the company to optimize pricing and thus revenue in relation to events. The automatic evaluation of the relevance of events for certain travel flows saves users time in their detailed analyses and identification of measures - by concentrating on the essentials.

**Are you looking for a suitable solution for your company?
We look forward to talking to you about the challenges in your company.**

Get in touch with us

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