



THE FLIGHT REGISTER

Airline Data Warehouse

Integrating, Controlling and Exploiting Airline Data


Content:	Page
Integrating Airline Data.....	2
Empowering Management with Passenger Data...	3
The Value of an Airline Data Warehouse.....	4
Revenue Analysis.....	4
Revenue Integrity.....	5
Sales and Marketing.....	5
Security and Fraud.....	6
APIS.....	6,8

Integrating all Passenger and Other Information Databases


WHAT IS 'ADW'?

ADW is a database which holds data from multiple airline database such as:

- i) Reservation System (GDS/CRS)
- ii) Departure Control (DCS)
- iii) Frequent Flyer
- iv) Airframe/Seat Capacity Data
- v) 'Problem' Passengers
- vi) Crew
- vii) Credit Card Fraud List
- viii) E-Mail Marketing Lists



IATA Strategic Partner



The Flight Register
Know your passenger

The *Flight Register* 'Airline Data Warehouse' ('ADW') enables you to integrate, control and exploit all your passenger information sources.

It is designed so that it can be searched by *any* authorised member of airline staff, in *any* location in the world, 24/7, without incurring multiple user licence fees.

Staff who will benefit are Sales Managers, Revenue Management Managers, Data Analysts, Revenue Leakage/Integrity Managers, Route Analysts, Security Managers, APIS managers, and their staff.

The Flight Register's *Airline Data Warehouse* is a low-cost, high-performance solution which provides disproportionately high cost savings and additional revenue. It is flexible and easy to install.

The ADW is 'modular'. You can install the core ADW first and add search tools and reports as required.

There is no capital purchase cost for the core ADW, so airlines only pay annual costs for the departments who use it.

Empowering the Management Team with Passenger Information

THE COMMERCIAL BENEFIT

CREATING AN 'AIRLINE DATA WAREHOUSE'

Few airlines have integrated *all* their databases in a format which allows *all* (authorised) airline staff to access and interrogate *all* data, *24/7*, from *any* location *worldwide*.

An Airline Data Warehouse [ADW] can be used for numerous functions to both reduce costs and create new revenue.

It is currently possible to acquire a core ADW without Capex



Ease of Installation and Use

Ease of Installation.

Many airlines have several sources of passenger data but these are either difficult to access or they are not fully integrated because the databases don't talk to each other.

The ADW does not interfere with, or change, these databases, or interrupt their current use. Instead, a copy of the data from each database is exported to the ADW. The data is automatically converted with an Interface by the ADW. Your IT department will have a minimum amount of installation work and it will free them from ongoing tasks.

Ease of Use

Most software applications designed for airlines can only be used by a limited number of staff.

Often, special requests have to be made to head office or to the IT department.

Using ADW, any member of staff, who is authorised by the airline, can log on to the management access control screen and obtain access to the information which that person is allowed to use. Airline staff can access the search screens from any location worldwide, but they can always obtain the information they need to do their job and maximise revenues. ADW is a secure web-based application protected by encryption and password.

The Value of an Airline Data Warehouse



A fully comprehensive Airline Data Warehouse allows you to control and exploit your most valuable asset -your passenger records.

THE VALUE OF AN ADW

A PID can assist airlines with:

Revenue Analysis	Revenue Integrity
Sales and Marketing	Security
Problem Passengers	Credit Card Fraud
Legal – PNR Storage	Data Analysis
Passenger Text Messaging	

CAN ANY AUTHORISED MEMBER OF YOUR STAFF, IN ANY LOCATION, WORLDWIDE, INTERROGATE ALL YOUR DATA, 24/7?



Control your Passenger Data.

Many airlines do not control own their valuable passenger data; many airlines do have the data, however they can't access it because it is held in multiple databases which can't be easily interrogated in harmony. Some airlines hold all their data, but it can only be accessed by very few staff

By controlling your passenger data, you can calculate the *Net Passenger Value* of each passenger and maximise revenues per passenger.

Revenue Analysis and Route Planning

AIRLINE BENEFITS OF ADW

REVENUE ANALYSIS

Revenue by:

- Sales Channel (IATA Agent, GDS, Web)
- By Route
- By Region

Profitability by:



- Sales Channel
- Route
- Region (and drill down of region)

Load Factor

- By Cabin

Analysis

- Select period for above reports
- Comparable period report
- Booked compared with departed
- By sales channel





Can all of your sales managers and analysts obtain data on all the flights they are responsible for and compare them with previous flights? Can they drill down and find out which sales channels are underperforming, by country, city or agent?

Revenue Integrity

AIRLINE BENEFITS OF ADW REVENUE INTEGRITY

Preventing Leakage and Creating Revenue Optimisation

- Unticketed PNRs
- Invalid ticket numbers in PNR
- Dupe PNRs
- No names – groups & individuals
- Multiple bookings on same flight
- Multiple bookings on several flights
- Incorrect Class Mix
- Space blocking
- Name changes / Fictitious names
- 'Denied Boarding' cost & 'No Shows'
- Other Travel Agent Abuse





- Prevent revenue losses from Un-ticketed PNR's, Invalid Ticket Numbers, and Dupe PNRs.
- Avoid Multiple Bookings, Incorrect Class Mix, Space Blocking, Fictitious Names and other Travel Agent Abuse

Sales and Marketing

AIRLINE BENEFITS OF ADW SALES AND MARKETING

- Up Selling
- Passenger Profiling
 - Distance travelled to Airport
 - Postcode
 - Likely wealth of passenger
- Sales Channels
 - Which are performing
 - Quality of passenger per channel
- Customer Relationship Management
 - 'Passenger Net Value'
 - Frequent Flyer Preferences



Without knowing your passenger, you cannot target your marketing by demographics, age, flight history and resistance to price levels.

Include mailing lists and email lists in the ADW to cross reference with existing customers

Security, APIS, Fraud and Legal

AIRLINE BENEFITS OF ADW SECURITY

- Problem Passengers (subject to Data Protection Acts)
- Borders Data
- Other countries outside the E.U. are likely to adopt similar API requirements.
- Credit Card Fraud
- Travel Agent Fraud



- Co-ordinate Advanced Passenger Information for border controls, (APIS).
- Create a list of 'problem' passengers, fraudulent credit cards and passengers who habitually book several flights and only check in on one.
- Identify unusual activity on travel agent accounts.
- Maintain detailed PNR records in case of legal disputes.

Searching the Airline Data Warehouse

QUERY TOOL and REPORTS (e.g. checking sales against flown data)

The screenshot displays the 'The Flight Register' query tool interface. It features a search form with various filters and a search button. A summary box on the right indicates that 478 records meet the search criteria. Below the search form, there is a 'Standard Reports' section with a list of report names and descriptions. The IATA Strategic Partner logo is in the bottom left, and The Flight Register Know your passenger logo is in the bottom right.

The Flight Register provides an **Open Query Search Tool** across some 150 fields of PNR/ADW data, including both passenger information and airframe seat capacity

On installation, any user can immediately start making searches. For example, a sales manager in New York can check unsold inventory on a specific date by route and class and analyse which types of sales channels have under-performed as compared with a previous month or year, drilling down to individual agents.

Alternatively, standard *Flight Register Reports* can be generated from a list you request *The Flight Register* to provide.

Airline staff, experienced in data analysis and data mining, can **create their own reports** or use a **third party solution** such as Business Objects.

Technology

The Flight Register creates a dedicated database for each airline. It is built around an Oracle structure, housed on a large capacity IBM blade server suite, with facilities for multiple simultaneous users, searching millions of records at high speed, using any of 150 fields.

The Flight Register creates an interface so data from each of your databases can be integrated. Integration can be done one at a time, or all at once. Similarly the search tools are modular. The Open-Query Screen is provided as 'Module 1'. Passenger Records can be stored for as long as you require.

Low Capital and Operational Costs

Because of the help which we have received from the airline and travel industry, the purchase cost is extremely low or waived. Capital Cost (Capex) will be between zero and 25% of other PNR database solutions. Cost Savings and Revenue Benefits easily cover operating costs.

APIS – Advanced Passenger Information

We also provide free information on which countries require, or will require, APIS information; how to minimise compliance costs and how to create commercial benefits from providing API. Please contact us on advice@flightregister.net.

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