# ATPCO

# FareMaster

## Move the marketplace, maximize your potential

*ATPCO FareMaster* is a unique, state of the art software package that gives you complete functional control over your fares database. Take your first steps into the complex world of competitive pricing, moving from merely implementing fares to a position of leadership where you can directly influence demand and profitability.

Supported by the *Sabre® AirVision™* fares management solution, *FareMaster* provides carriers the capability to effortlessly update published, negotiated, and add-on fares online. With a single sign-on, analysts will be able to navigate easily between ATPCO FareManager and the *AirPrice™* system to access current and historical fare information for both the carrier and its competitors. Dynamic reports rapidly alert you to market moves and trends. Change an existing fare, a single market, or a group of markets. Create new fare records, even by copying a competitor's fare filing as a template. Then quickly and easily upload new fares for distribution by ATPCO to all subscribing global distribution systems (GDS).

The completely integrated functions of *ATPCO FareMaster* can improve productivity, helping you remain competitive in a rapidly changing marketplace.

*A flexible, web-enabled solution integrating key functions and providing the necessary tools to effectively manage fares information in a competitive and timely manner*

## Features

### Dynamic Tools

Powerful data query tools help pricing analysts make the right decisions in a timely manner. Perform simple or complex queries for proactive fares analysis based on all available fares and market data. Analysts can also create database subsets for detailed analysis of different pricing scenarios.

### Single User Interface

Don't lose time navigating between different systems. One login means your fares reach the marketplace quickly and efficiently.

### Actionable Data

Retrieve both published and unpublished fares by origin and destination, accessing the complete fare range offered in a market.

### Internet Fare Monitoring

Load fare information retrieved from Internet sites for integration and comparison.* *FareMaster* can not only indicate when a fare has been modified, but it can even infer the restrictions placed on the fare.

### Dynamic International Fare Construction and International and Domestic Fare By Rule

Review O&D fare products dynamically constructed from international fares and add-ons, and create market fares from Fare By Rule (Category 25).

### Decision support

Put Rule-Based Modeling algorithms to work assessing the many rule conditions associated with a fare offering and providing the equivalent fare product for responsive and efficient decision-making.

### Historical Data

Review up to 24 months of historical fare information for your carrier and competitor airlines.

### Reporting

Make rapid strategic and tactical decisions informed by a wide range of robust standard and customized reports.

### Data Security

Protect data from unauthorized access, set security levels, and change user rights using industry-standard security protocols.

### Adaptable

Support users of all skills sets, from point-and-click to full-text SQL entry.

### Competitive Monitoring

Create and save geographically-defined filters that allow analysts to view all fare-related changes made by other airlines. This functionality enables quick and intelligent reactions to competitors' initiatives.

### Off-Tariff Fares

Control which global distribution systems (GDS) and travel agencies receive your negotiated fares.

### Rules

*FareMaster* maintains automated rule tables where analysts can access, store, and view rule data and easily identify changes.

*\* Internet fares obtained by your market research or obtained from a third-party vendor*

# Benefits

## Easy In

With no start-up or implementation fees, there are no barriers to getting started. One monthly charge allows access to the *AirPrice™* system, ATPCO's data and fare management services, and the support to put them to effective use. No maintenance, usage, or data access fees* keep the budget under control. And no long-term contract means that as your needs change, so can your system.

## Easy Up

No additional hardware, storage or software upgrades are required. All you need is an Internet connection, a Web browser, and a Pentium-class desktop computer. *FareMaster* can be implemented in as little as 30 days after signing the contract, allowing users to rapidly move into training and system usage.

## System Expansion

Enhance and customize your fare management system with a broad suite of available ATPCO and *Sabre Airline Solutions* products.

## World-Class User Support

ATPCO and *Sabre Airline Solutions* understand the level of ongoing support required to maintain effective operation, so we provide customers with

- Online Support with high-level overviews of relevant system features and functionality.
- Help Desk providing live technical and operational support 24/7.
- User Group Membership allowing carriers to participate in annual conferences and fare management forums.

## Robust Training and Consultation

Understanding the advanced techniques that can be used in a fares management system maximizes the revenue gains these systems can create. ATPCO's Washington, DC, office provides free, comprehensive training for fares management staff on the system's operational functionality and fares management concepts. Local, on-site training and individualized consultation may also be arranged for a fee.

## Deeper Integration

ATPCO and *Sabre Airline Solutions* functionalities build on each other to provide you with a seamless fares management experience. FareMaster clients that are hosted in Sabre will have an opportunity to leverage a distribution of hourly US/CA private fares for sale through the airline's reservation and direct channel.

## Community Growth

As part of the largest community of data and fares management service providers, you will have access to shared learning, free enhancements and upgrades, and the opportunity to influence future product direction. This way, *FareMaster* anticipates both market and environmental changes on a global scale to stay fresh and relevant.

## Right Size, Right Now

*FareMaster* is right-sized to fit your carrier's needs, enhancing your competitive pricing capabilities while not piling on tools you'll have limited use for. As you grow, our consultants can help you integrate new products and services.

*\* Other ATPCO, Sabre Airline Solutions®, or third-party vendor software or services are not included*

*ATPCO FareMaster supported by the AirPrice™ system—transforming the way pricing will fit into your business process*

## Stay On Top of the Business of Your Business

Significantly enhance revenue through quick reactions to your competitors' actions, directly influencing demand and profitability. Cut daily monitoring to a minimum, let your pricing analysts dedicate their time to strategy and analysis, and facilitate communication among your Pricing, Revenue Management, Schedule Planning, and Revenue Planning groups.

*Contact your ATPCO Marketing Director for more information and a customized proposal.*

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