INDUSTRY OVERVIEW

SIMPLIFIED MODEL FOR DYNAMIC OFFERS

No matter what your pricing strategy is or where you are along your journey, ATPCO is working to enable more dynamic pricing options for all airlines.

This model explains how you can implement different dynamic pricing approaches that match your individual infrastructure and strategy—and keep all your fares interoperable, no matter how they were created.

	Optimized offers		Adjusted offers	Continuous offers
Description	Predefined price points with dynamic availability		Predefined price points with dynamic price adjustments	Fully dynamic price determination
Method	Publish fares, benchmark competitors, and maintain predefined bundles		Dynamic adjustments to price or content at the time of shopping requests; frequent updates to filed fares	Transition to offer and order management systems; manage product performance data and target offers effectively
Technology	Humans using automation and better technology to optimize data management		Humans assisted by science (AI/ML)	Advanced data science creating real-time offers and pricing (fares aren't filed)
Type	Static pricing	Increased price points		
Usage	Most airlines	Many airlines	Many airlines	Industry discovery
Capabilities				
Number of price points	26	182+	Unlimited	Unlimited
Product and brand optimization		✓	✓	✓
Real-time dynamic pricing			✓	✓
Real-time product construction			✓	✓
Data needs				
ATPCO data (fares, rules, services), Routehappy content, availability	✓	✓	✓	✓
Big data: competitive, product performance, customer, economic, and environmental insights			✓	✓
Technology needs for airlines				
API implemented			✓	✓
Own dynamic pricing engine			✓	✓
Own offer & order management system				✓
ATPCO solutions to get you there	Fare filing	Architect Dual RBD Positional Match Routehappy	Enhanced Distribution Adjusted Offers: Guidelines for Implementation	Product Catalogue Data lakes
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Optimized Offers
Adjusted Offers
Continuous Offers
Market Analysis Subscription
3Victors (PriceEye & DemandView)
Assembled Data
Price Elements
Architect
Market Analysis Subscription
3Victors (PriceEye & DemandView)
Assembled Data
Price Elements
Architect
Data Lakes
Pricing & Market Intelligence
Product Sophistication
FareManager
Routehappy
Branded Fares
Baggage/Optional Services
Taxes
FareManager → Architect
Routehappy
Branded Fares
Baggage/Optional Services
Taxes
Product Catalogue
atpco
Pricing Sophistication
Positional Match
Quantum Pricing
Dual RBD
Utilities supporting offers and orders
Data Lakes
Distribution Strategies
Pricing & Shopping Subscriptions
Express Contracts
Enhanced distribution
Data Lakes
Revenue Accounting
RASS
ISR
PIPPS
Utilities supporting offers & orders
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Taxes
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