

✈ Arrivals

14:55 15:05	Los Angeles Geneva	BA236 LA354	Landed 15:37 Landed 15:25	18:25 18:35	Edinburgh Vienna	DR752 HN386	Landed 18:42 Landed 18:48	21:15 21:30	Moscow Prague	BA394 AA742	Landed 21:23 Landed 21:54	23:05 23:45	Kiev Rome	LA951 BA045	Landed 23:15 Landed 23:55
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PRICING SYSTEMS - TRAVEL WEB DESIGN - BUSINESS INTELLIGENCE - ONLINE DISTRIBUTION
 REVENUE MANAGEMENT - MOBILE TECHNOLOGY - DATA WAREHOUSING - PROJECT RESOURCING
 SEARCH ENGINE OPTIMISATION - SOCIAL NETWORKING INNOVATION - YIELD MANAGEMENT SYSTEMS

✈ Arrivals Terminal 1 ABC Terminal 2 DE ✈ Arrivals Terminal 1 ABC Terminal 2 DE ✈ Arrivals Terminal 1 ABC Terminal 2 DE ✈ Arrivals Terminal 1 ABC Terminal 2 DE





Beyond Pre Booking: Maximising the Return on Your E-commerce Platform

Airport Parking Networking Event Lisbon
5th & 6th November 2012
John Charnock, Rachael Gray &
Andy Holmes

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Workshop Overview

- IT Explore opportunities presented by introduction of a pre booking system.
- IT E-commerce & Pre booking
- IT Channel Management
- IT Yield & Price Management

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Inventive IT – Background

- IT Founded in 2007 by ex MyTravel & Thomas Cook staff
- IT Based in central Manchester, North West England
- IT Extensive travel industry ecommerce and revenue management experience
- IT Worked with UK airports since 2007.
- IT Altitude pre booking and online distribution system launched in March 2011
- IT We are a technology partner as well as a solution provider

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Inventive IT Clients



RS Component

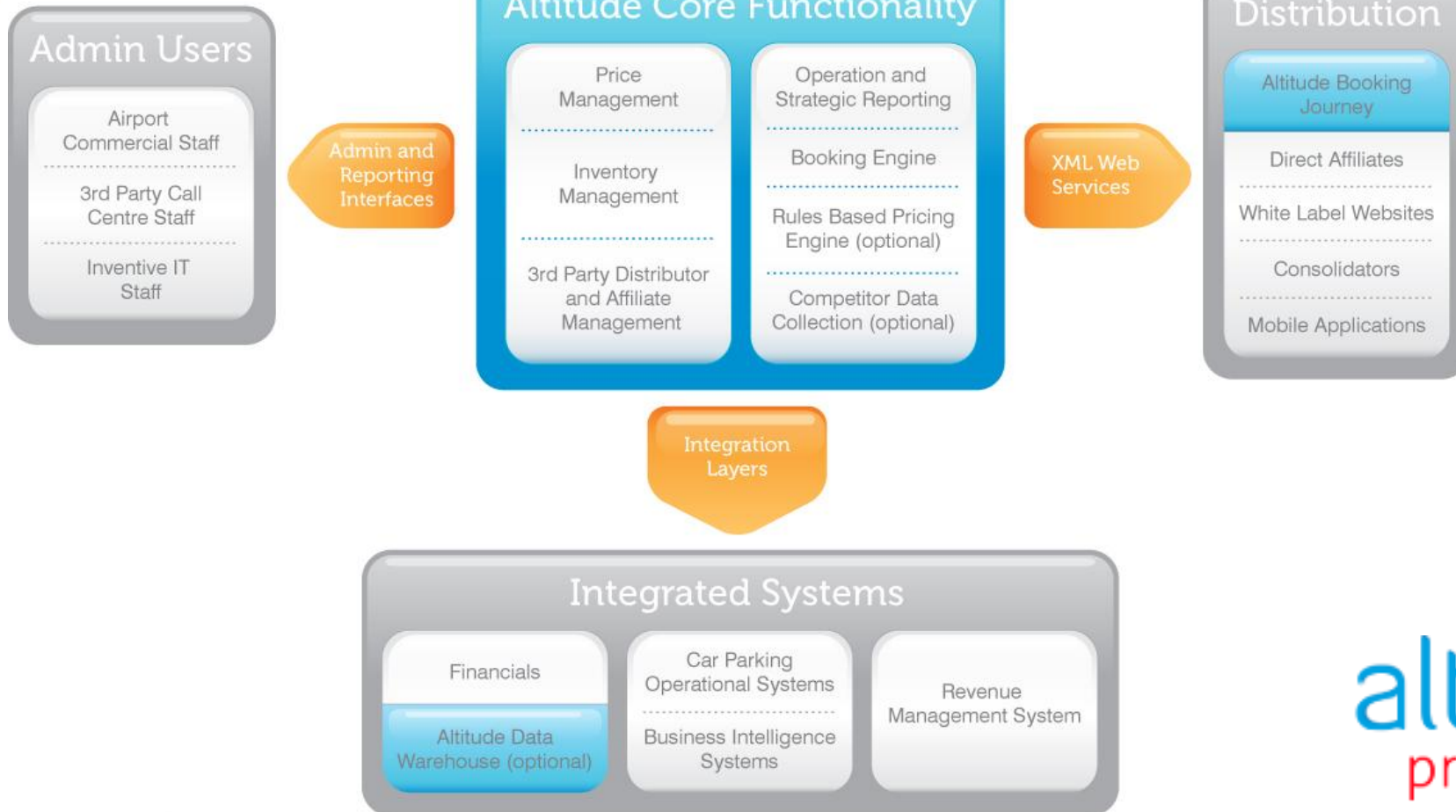


Hotel Connections





Altitude Pre Booking Product



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Altitude Pre Booking Product

- IT As many front end booking sites as you like with easy to create white label sites
- IT XML web services and channel management built in for 3rd party sales
- IT Call centre application
- IT Simple and flexible administration application (pricing / channels etc)
- IT Full integrate with entry and exit equipment
- IT Rules based yield management
- IT Marketing and promotional campaigns
- IT Since Altitude was launched with Peel they have seen a 15% increase in YOY revenue, 35% conversion (visitors to bookings), 10% of customers upgrade products and a 20% distribution claw back.

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Product Roadmap 2013/2014

Forecasting & Revenue Management

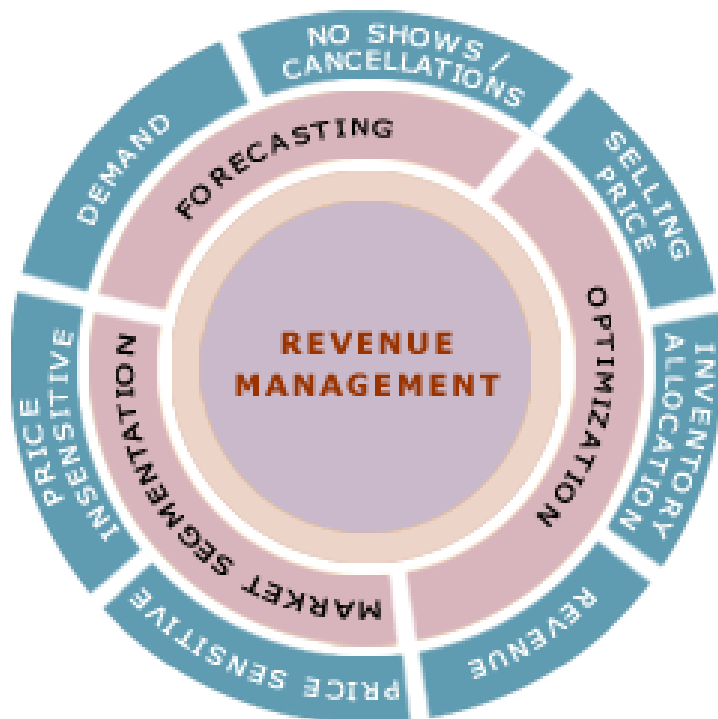
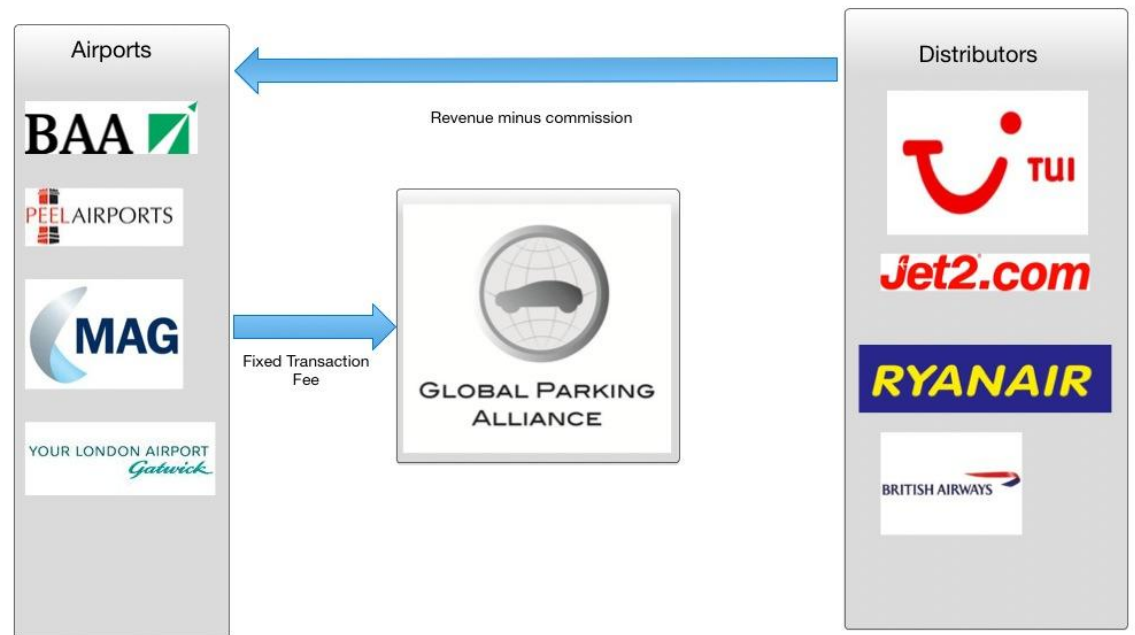


Fig.1 CONCEPTS OF RM

Global Distribution System






Product Roadmap 2012/2014

- IT Revenue management mathematically forecast demand over time.
- IT Calculates price elasticity and identifies products and price points that should be on sale.
- IT Factors in offsite pricing
- IT Controls which channels are on sale.
- IT Global Distribution System – an idea from the hotel and airline industry
- IT Centralise inventory for sale through 3rd party distributors such as airlines
- IT Different to traditional consolidators - Enables the airport to own the commercial relationship
- IT Transaction fee basis.

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E-commerce & Pre Booking




Liverpool John Lennon Airport
above us only sky

Account login

Forgot password? | Register

Email Address: * Password: *


Log in

Secure, Convenient Airport Parking  Liverpool John Lennon Airport Make A Booking Manage My Booking


Make A Booking Parking Options Upgrade Your Details Confirmation

Your Car Park Options

Order by:



LONG STAY
Official On-Airport




4-5 mins Walk
[Show Map](#)

- Within walking distance of the terminal building;
- Perfect for those travelling for long durations;
- On Airport, Safe, Secure, Convenient;
- Fully Flexible; if your plans change, so can your booking!


[More Info](#) | [FAQs](#)

£32.99

Book



LONG STAY
Official On-Airport



4-5 mins Walk
[Show Map](#)

- Offers outstanding value for money;
- On Airport, Safe, Secure & Convenient;
- This product cannot be amended, cancelled, or refunded;

[More Info](#) | [FAQs](#)

£30.99

Book

Your Booking Details

Entry:
12 November 2012 at 06:00

Exit:
19 November 2012 at 18:00

Change Date?

Car park entry
Date
Time :

Car park exit
Date
Time :



E-commerce & Pre Booking

- IT** Pre booking opens up an airports products for sale in advance online via their website
- IT** Multi variant testing allows for small incremental changes and helps increase conversion over a period of time. We actively monitor sales conversion to ensure your site is converting at its maximum capacity
- IT** Promotional campaigns and marketing can help increase demand during a low sales period. Altitude allows for easy promo & marketing set up in just a few clicks
- IT** Is a mobile website or mobile application the best route to cater for the growing number of mobile traffic?
- IT** Responsive design allows for your website to respond to a devices screen size and be displayed in a way optimised for that screen whether it be mobile, tablet or desktop. Our team has extensive experience in this area

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Multi Channel Sales

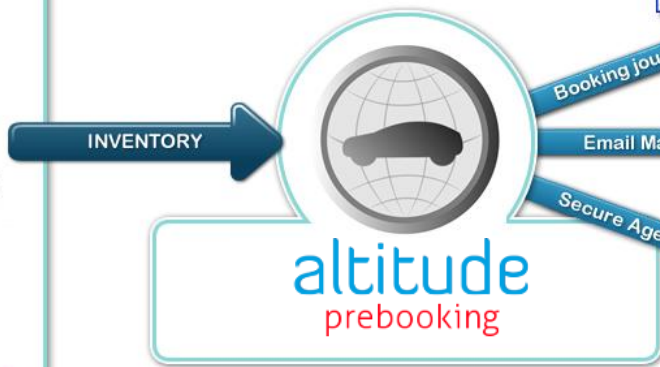
Airports



PEEL AIRPORTS



YOUR LONDON AIRPORT
gatwick



Booking journey integration by XML

Email Marketing Campaign Integration

Secure Agents Booking Website



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Multi Channel Sales

- IT** This allows for airports to sell products through 3rd parties either through direct integration or white label websites. It increases distribution reach and avenues to generate revenue
- IT** Altitudes in built XML web services & channel management solution allows for airports to manage pricing and allocations for all distributions within one centralised application
- IT** Our Global Distribution System due to launch in 2013 also allows airports to have all of their inventory centralised to sell through 3rd parties such as airlines within their booking journey, marketing emails and manage my booking sections



Yield & Price Management



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Yield & Price Management

- IT Yield Management is also known as 'Revenue Management'
- IT This is a process for capacity constrained industries to maximise profitability by allocating the right inventory, to the right customer and at the right price
- IT By having the flexibility to change prices easily and down to a granular, hourly level, airports can react to market conditions and help increase revenue. Altitude provides this in the user friendly Admin Application
- IT By monitoring off site competition you have visibility of your products position within the market and can react to any price changes made. Incentive IT can provide Competitor Data as a separate service to Altitude



Why Choose Inventive IT?

- IT** We are a development partner not just a software product vendor. Our contracts include a development responsiveness agreement, this means we guarantee we'll get started on developments within a defined period of time.
- IT** Innovation is at the heart of everything we do. Our product is constantly evolving with input from our airport customers.
- IT** Development to our core product is included in the monthly fee. We don't charge a customer for a development and then sell it on to our other customers.
- IT** Our system is more than just a pre booking system. The core product includes rules based yield management, competitor price data and channel management solutions



Thank You!

If you've any questions please
stop by our table.

www.inventiveit.com/altitude

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