ATPCO OVERVIEW

Leading the Airline Industry Into the Next Generation of Distribution

atpco

MEET THE NEW ATPCO

MORE DATA. MORE CHANNELS. MORE OFFERS.
MORE OPPORTUNITIES.

In an evolving air travel industry, we help you transform these opportunities into new revenue streams.

There's nobody else like us—we're in the center of the airline ecosystem. We offer unrivaled, specialized knowledge, developmental expertise, and depth of worldwide airfare content.

We love working with you. Our special industry relationships inform our technology, expertise, and innovation. Together we set the new standards that will shape the way the world buys flights.

01

MARKET LANDSCAPE

The challenges of big data, how the industry is responding, and how ATPCO can help

02

SOLUTION ARCHITECTURE

The key benefits of our flagship data and technology solutions

03

SOLUTIONS IN DEPTH

More detail about all the offerings in our portfolio

01

MARKET LANDSCAPE

ATPCO occupies a unique space in a complex industry. See how we fit in and how we aim to help everyone succeed.

WE'RE TAKING DATA WHERE IT'S NEVER BEEN BEFORE.

The airline industry is undergoing an unprecedented time of transition. The International Air Transport Association (IATA) expects 7.2 billion passengers to travel in 2035 — nearly twice as many as the 3.8 billion who traveled by air in 2016.

On one hand, the trend lines are uplifting. Demand is high and getting higher every minute. On the other hand, the implications can be unsettling. Can our industry keep pace? In many ways, the answer depends on how we handle big data. (Really, really big data.)

Every second of every day, the air travel industry makes vital, data-driven decisions. These decisions shape every traveler's experience, every airline's profitability, and every travel agency's competitive position.

It's our goal to help the entire ecosystem make faster, more insightful decisions with access to high-quality data.

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The content and instruction that ATPCO tailored especially for us was beneficial in clarifying how different ATPCO products are used, how data is accessed, and how the applications and related products interact with each other. Nearly a year later, the information that was conveyed during the course still benefits our staff in their daily activities to prevent revenue loss. It was time very well spent

DELTA AIR LINES

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We were delighted with our consultancy from ATPCO. It was very insightful and educational and has helped improve our speed to market while reducing our filing costs.

AER LINGUS

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Optional Services Upload has been very quick and efficient when dealing with large-volume changes. A job that used to take us several days to do now takes about an hour or two.

AMERICAN AIRLINES

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JetBlue deployed the ATPCO Baggage Calculator Online to ensure compliance with what can be complicated interline baggage transactions. ATPCO led the field in introducing its Baggage Calculator Online when industry and regulators were both making rapid changes to baggage policies and ancillaries.

JETBLUE

Industry Outlook

BY THE NUMBERS

430 AIRLINES

We serve over 430 airlines based in 160 countries.

1 BILLION

We publish 1 billion fare offers at any given time.

1.3 BILLION

ATPCO Revenue Accounting processes 1.3 billion ticket sales annually

Data quality means everything in this industry. Bad data? Bad decisions. But good data is much more than raw material. High-quality data is carefully selected and accompanied by intelligence and insight. It's as deep and detailed as you need it to be, but presented in a clean, simple fashion. And it's all available from a single, trusted source.

Because when it comes right down to it, data makes the difference between airlines that compete and those that fall behind. After more than two decades in a holding pattern, our industry is undergoing rapid technological changes. Carriers of every size are feeling the pressure, and every player needs to strengthen their capabilities.

ATPCO can help. This is what we were made to do. As a trusted, neutral provider, we are eager to lead our industry into the next generation of distribution, building bridges between traditional practices and game-changing innovations.

TRUST & RELIABILITY

Building on a legacy more than 50 years in the making, ATPCO is the partner the air travel industry trusts for reliable data, technology, services, and leadership. Strong relationships with hundreds of air travel organizations form the foundation of our — and our customers' — success.

NEUTRALITY

ATPCO is a manage-to-cost organization, which means when you work with us, you know we are operating with industry benefit in mind. We are committed to helping every airline, travel agency, search engine, travel management company, GDS, and other partner make the best decisions with the best data.

REACH

ATPCO reaches across all airlines, channels, and regions to build relationships that connect and advance the entire air travel industry. Widespread reach is what allows us to see complex issues more clearly and find new ways to make integration and interoperability work for everyone.

EXPERTISE

In the world of airline data, we literally wrote the code. More than five decades of experience makes ATPCO uniquely skilled in the nuances and complexities of airline data, technology, and distribution—and uniquely qualified to see what comes next.

INNOVATION

We know airlines. We know the systems the industry relies on. We know what new technology can achieve. And we're using all this knowledge to revolutionize data and distribution, developing solutions that will help you make the transition into a smarter, more deeply connected future.

Where We Stand

ATPCO is well known as the standard setter in the airfare ecosystem, but look closer and you'll see that we're real people who are passionate about helping you connect to the future of the airline industry. We take pride in strengthening connections between the airline industry and travelers by enabling the seamless management of airfare data across all distribution models — so that you can unleash your business' power to satisfy and inspire customers.

We're fortunate to hold a unique spot at the center of the airline distribution ecosystem, with an unrivaled combination of specialized knowledge, industry connections, and resources that fuel innovation. Instead of looking back at all the big things we've accomplished for the last 50-plus years, we're continuing to meet industry challenges head on, elevating the future of air travel by providing advanced technology and valuable industry relationships that shape the way flights are sold.

Why do we do it? It's simple, really: Your business has a vision, and we think it'll be a pretty awesome reality. So whatever it is you're setting out to do, we have your back when it comes to data, technology, and the expert advice you need to accomplish it.

2,200

We have 2,200 active users representing 339 airlines filing data on Carrier-Imposed Fees

3.9 MILLION

The number of daily fare changes we process increased from 1.5 million to 3.9 million in less than 10 years

170 Our pricing database totals 170 million fares
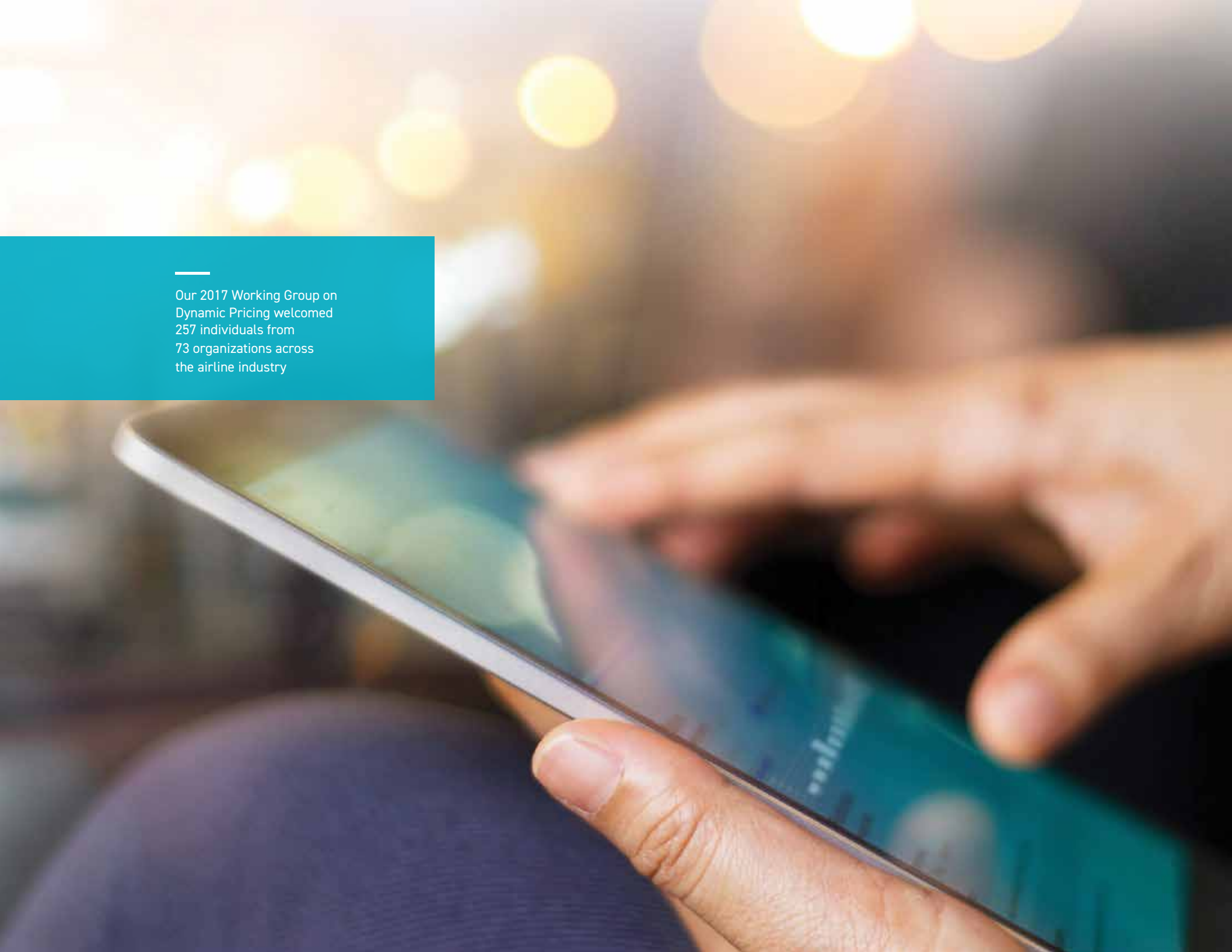
1990

ATPCO is the only source for electronic historical fare data that goes back as far as 1990

1.5 MILLION

Our revenue accounting products include neutral fare proration of 1.5 million monthly sales transactions

Our 2017 Working Group on Dynamic Pricing welcomed 257 individuals from 73 organizations across the airline industry

Innovation

Change is an opportunity as much as it is a challenge. At ATPCO, we get excited about reimagining the future of flight and the way people travel. We innovate through a deep understanding of the airline industry and the business needs of the ecosystem. And because we realize that innovation doesn't just happen when we close our eyes and dream (which we do every day), we've fixed a course designed to challenge and empower our people to apply decades-worth of knowledge towards open-minded, customer-focused development.

ATPCO BRIDGE LABS

You have awesome ideas to transform the travel technology landscape. We have unrivaled reach and expertise in airline pricing data and distribution. Let ATPCO Bridge Labs help you grow your idea, get you the right data fast, and help you quickly connect with the rest of the industry. See who our latest partners are, and submit your application today at www.atpco.net/bridgelabs.

INDUSTRY LEADERSHIP & STANDARDS

We are your connection. We bring the industry together so that we can find the answers you need. Our innovation stems from your comprehensive experience in the airline industry and the tools your business needs. ATPCO's industry leadership and standards give you a platform so you can identify the development you need, while we help coordinate common solutions.

AAC: ATPCO ADVISORY COUNCIL
We reduce the complexity of distribution by working together with influential decision makers from the world's largest airlines, systems, and technology partners. Together, we work to identify and prioritize industry solutions that save costs and create efficiency.

WORKING GROUPS
At these in-depth meetings, we draw up the road maps and collaborate with you to create forward-looking solutions that contribute and deliver value to the entire industry. Recent working groups have focused on: Dynamic Pricing, Automated Reissues and Refunds, Optional Services & Branded Fares, and Fare by Rule.

DATA APPLICATION STANDARDS
For more than 50 years, we have been setting and maintaining the standards for data processing logic to achieve consistent pricing results across the airline industry. We provide expertise and collaborate with all stakeholders to develop new solutions that shape the standards.

DYNAMIC PRICING

The whole industry is working on it, but everyone has different ideas about what it is. How can we start building systems that can work with each other if everyone is going in different directions?

As a neutral industry facilitator, ATPCO is leading the discussion on what dynamic pricing is and working with many airlines to educate and empower them to define a dynamic pricing strategy that works best for their business model.

Ask us for a copy of our recently published paper with PODS Research group – Advances in Airline Pricing, Revenue Management, and Distribution: Implications for the Airline Industry (Sept 2017).

02

SOLUTION
ARCHITECTURE

ATPCO solutions help the airline ecosystem deliver the right product to the right customer. Learn how these solutions work together.

FUELING THE FUTURE OF AIR TRAVEL.

ATPCO has a simple mission: to facilitate the flow of air travel data, so airlines can help travelers get where they need to go. The reality is exceedingly more complicated. It's 170 million fares and 3.9 million daily fare changes in an ecosystem where more than 430 airlines compete and collaborate alongside travel agencies, search engines, global distribution systems, governments, and many other players.

To make all this work — and make sense of the data from every seat on every flight — ATPCO delivers a unique portfolio of technology and data solutions informed by more than 50 years of hard-fought, hands-on industry experience.

DATA MARKET

ATPCO's Data Market is the most comprehensive industry source of fare and fare-related subscription data, including rules, merchandising content, fees, and taxes. Ensuring consistency for every application, these data sets are the industry standard for gaining fresh insights from research and analysis as well as making more incisive pricing decisions from minute to minute.

AIRLINE REVENUE MANAGMENT AND PRICING

ATPCO revenue management and pricing solutions help airlines optimize every revenue opportunity. Built to streamline your workflow, these efficient tools ensure pricing accuracy while enabling real-time content creation and control backed by comprehensive data analysis. The result? You shift revenue streams into high gear and find new ways to improve passenger experiences.

REVENUE ACCOUNTING

Airline revenue accounting solutions automate and streamline sales management and reporting so you can easily navigate the interline settlement process. They integrate revenue accounting with revenue management and other operational activities to lower costs and improve efficiency. And with our Smart Connection offerings, you can maximize your revenue potential by easily managing all.

YOUR PLATFORM FOR INNOVATION

Beyond data and technology, ATPCO partners with customers to push our industry forward. That work happens in our Bridge Labs, where we put new ideas to the test through the ATPCO Advisory Council (AAC). We believe collaboration sparks the best ideas, from NDC standards to dynamic pricing to calculators that make raw data more relevant to your business— all of which help you reach the right customer with better pricing and more targeted, personalized offers.

GREATER INSIGHT

ATPCO experts make your experience better, no matter how you partner with us.

CONSULTANTS

Leverage the knowledge of how every airline does business. Working in so many capacities with so many partners, our consultants have the 50,000-foot view and the technology, digital, and business expertise to make sense of it. We know how airlines work—and how they don't. These insights, backed by difference-making data, is a formula for success.

STRATEGISTS

We're thinking all the time. Our strategists construct plans today for the content and product development that will fuel tomorrow's air travel. We build those plans on the insights we gain from our ongoing communication and relationships with other industry experts.
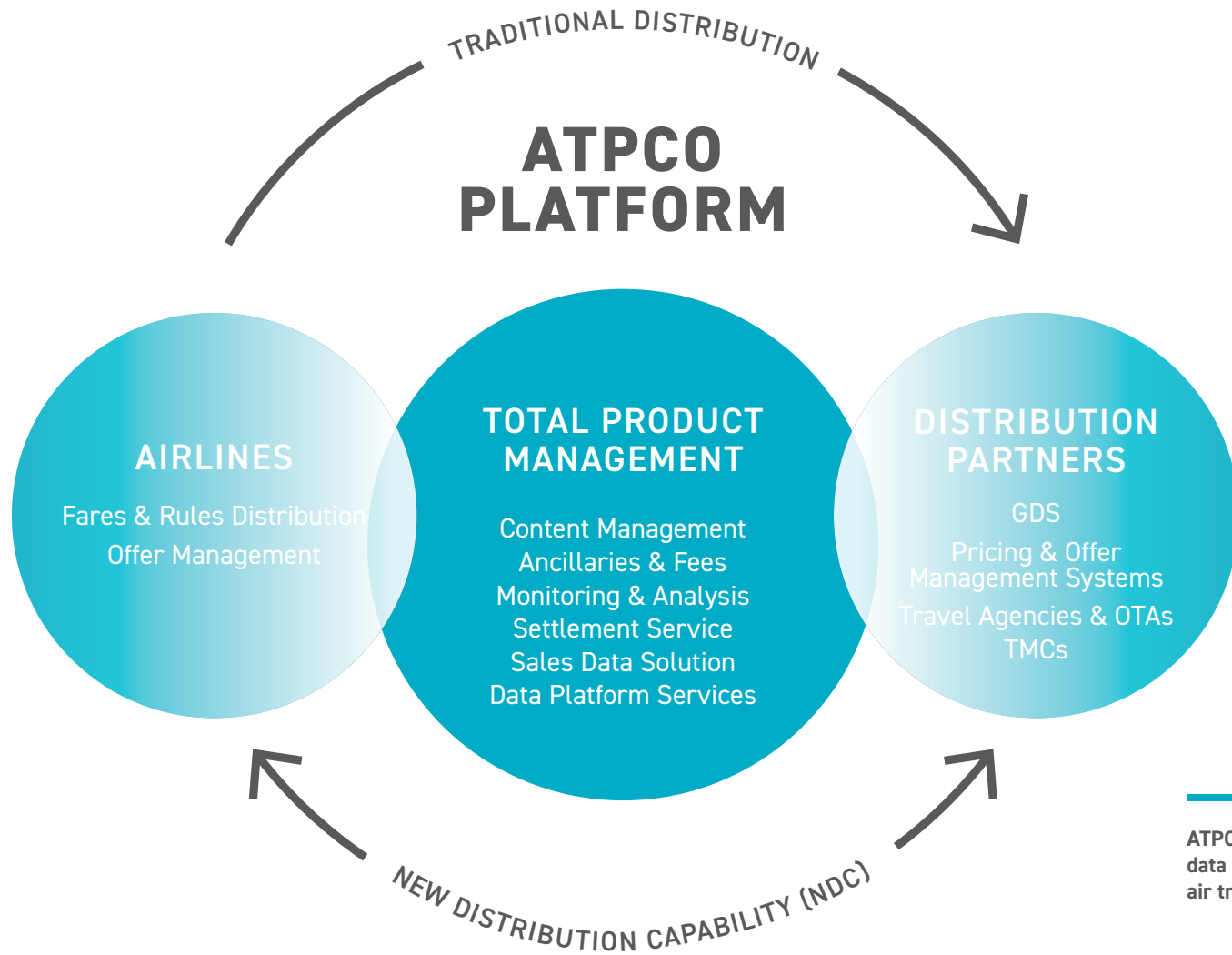
ANALYSTS

Collecting data, gathering business requirements, and assessing the market—that's what keeps our analysts busy. We're here for you, working hard to develop business solutions and reduce distribution costs while increasing airline revenues.

DEVELOPERS

Our team is dedicated, and they come together every day to analyze, design, develop, test, integrate, debug, document, and implement the applications that keep your business rolling. And they don't stop there. Our developers are continually searching out updated technologies and innovating new concepts to create the best solutions for your needs.

CUSTOMER SUCCESS LEADERS

Whether we're masterfully coding the demanding data, rooting out problems, or helping define a clear route for your business, our friendly and skilled team is here for you, around the clock and all around the world. We have the know-how to translate industry trends into viable recommendations and business solutions you need.

TRADITIONAL DISTRIBUTION

ATPCO PLATFORM

AIRLINES

Fares & Rules Distribution
Offer Management

TOTAL PRODUCT MANAGEMENT

Content Management
Ancillaries & Fees
Monitoring & Analysis
Settlement Service
Sales Data Solution
Data Platform Services

DISTRIBUTION PARTNERS

GDS
Pricing & Offer
Management Systems
Travel Agencies & OTAs
TMCs

NEW DISTRIBUTION CAPABILITY (NDC)

ATPCO builds and maintains the data infrastructure that keeps the air travel industry moving.

03

SOLUTIONS IN DEPTH

Travel companies around the world do not just run on ATPCO software—they help shape it. Our solutions enable a wide range of capabilities to help airlines maximize revenues while improving every customer's experience.

BETTER PRODUCTS.
BETTER RESULTS.

The air travel industry is constantly changing as new competitors, disruptors, and challengers continue to multiply. To win, companies need industry-tested (and proven) technology to find new revenue streams and optimize current channels, getting their offer to the right person, in the right place and at the right time, staying ahead of the competition. We can help with that.

From revenue accounting, merchandising and revenue management, and pricing, our vast customer community helps to identify new requirements ahead of product development. As the trusted leader in fare management solutions with more than 430 airline customers, our technology gives you the power and flexibility you need to uncover new opportunities hidden in a dynamic market—and deliver better products to market.

DATA ANY WAY YOU LIKE IT

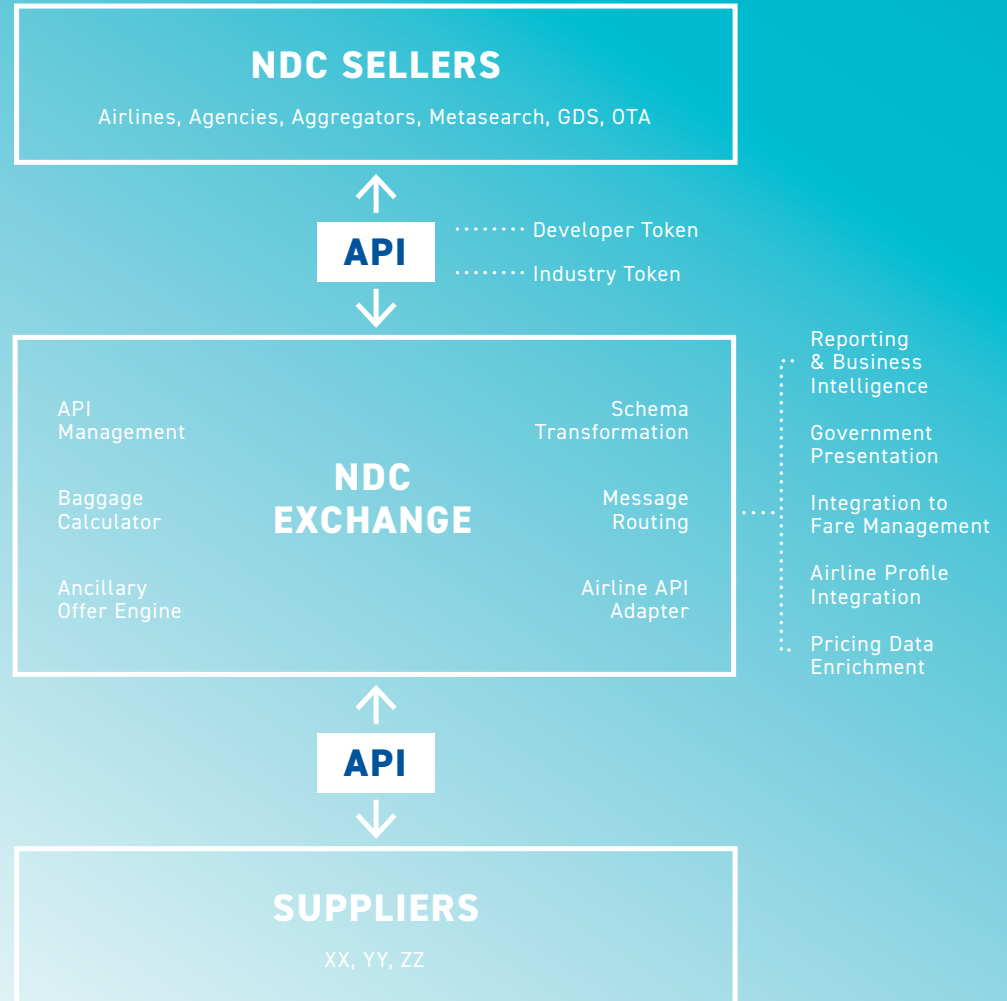We are the industry's benchmark for airline pricing and shopping data.

API'S

USER INTERFACES

UPLOADS/DOWNLOADS

SUBSCRIPTIONS

NDC SELLERS

Airlines, Agencies, Aggregators, Metasearch, GDS, OTA

API

.... Developer Token

.... Industry Token

NDC EXCHANGE

API Management

Baggage Calculator

Ancillary Offer Engine

Schema Transformation

Message Routing

Airline API Adapter

Reporting & Business Intelligence

Government Presentation

Integration to Fare Management

Airline Profile Integration

Pricing Data Enrichment

API

SUPPLIERS

XX, YY, ZZ

Airline Revenue Management & Pricing

To maximize growth and stay competitive, airlines have to constantly optimize revenue opportunities from pricing and digital strategies, to merchandising, fees, and taxes. ATPCO helps you turn these big challenges into big revenue.

INDUSTRY TESTED
Developed with industry collaboration and expert user input

FAST AND RELIABLE
Easily access real-time information

CUSTOMER FOCUSED
Improves retailing and customer-centric strategies

AIRLINE PRICING

Maximize your revenue potential by easily managing all elements of airline products, including base fares, carrier-imposed fees, taxes, and surcharges, as well as ancillary services and beyond.

- Implement complex pricing strategies and create customizable fare products
- Distribute throughout all channels worldwide
- Create and control your offers

FARES & RULES
Let network economics work for your business. Get pricing and shopping content into the global market. Publish once with us, and reach every point of sale.

- Easily create and manage content for each customer segment
- Extend your product range
- Effortlessly update and distribute large volumes of fare content

INPUT SERVICES
Let us do the work for you. Access the industry's most knowledgeable experts for data coding, pricing problems, or general data collection and distribution questions. Problem solved.

AIRLINE TAXES & FEES
Recover costs and protect what is most important—your revenue. ATPCO provides the intuitive, reliable, and efficient tools you need.

- Recover cost of ticketing associated with all ticket distribution channels and methods of payment
- Achieve accurate pricing across all sales channels
- Easily comply with government regulations

On average, our Input Services team performs over 40,000 Fares and Rules updates monthly on behalf of our customers.

200,000

DATA ENTRIES

With over 200,000 Carrier-Imposed Fees data entries in our database, ATPCO enables effective cost recovery management for 339 airlines, whose depth of content ranges from just one to over 9,000 of lines of data.

85 AIRLINES

85 airlines use ATPCO Branded Fares to distribute branded fare content to the global marketplace.

CARRIER-IMPOSED FEES

Recover a range of costs even if they're beyond your control: jet fuel, equipment, seasonal changes, insurance and security, airport and terminal—you name it. No more surprises.

- Accurately react to fluctuating operating expenses at the right time
- Streamline cost recovery processes
- Quickly respond to market conditions

TICKETING FEES

Industry-approved cost management solutions that standardize the recovery of ticketing and payment costs, whether they are merchant fees from credit card transactions or costs related to call centers and ticket-counter purchases.

- Easily guarantee customized fee policy and map complex fee structures
- Distribute ticketing fees to all GDSs
- Ensure accurate and timely data feed to comply with industry regulations

AIRLINE CONTRACT AUTOMATION

Negotiated contracts are a significant source of revenue for airlines, but the complexities can be staggering. Don't let them slow you down. We offer an automated solution that helps implement and manage a high volume of negotiated contracts efficiently and accurately.

- Standardize contracts to improve pricing accuracy
- Effortlessly distribute a high volume of contracts to the market with the highest frequency
- Reduce coding time by as much as 95% for negotiated contracts

AIRLINE MERCHANDISING

Who wouldn't want their passengers to tailor airline services and branding to specific traveler segments? ATPCO offers a suite of solutions that enables the sale and merchandising of a la carte offerings as well as fare branding. Our intuitive and versatile input system allows the most robust and targeted ancillary strategies with industry leading speed to market.

- Differentiate and personalize products to target specific passengers
- Consistently offer customers a variety of services at all passenger touch-points

BRANDED FARES

You can quickly create, add, and test bundles of fares and services to create up-sell opportunities and brand loyalty with a more flexible, data-driven approach.

- Show what makes your airline unique beyond the cities you serve
- Differentiate yourself by more than just price
- Allow customers to choose experiences that better suit their needs

OPTIONAL SERVICES

The playing field has shifted toward passengers. We make it easy for you to meet them there. We help you automate pricing at all points of sale, so you can implement your airline's ancillary strategies consistently and accurately.

- Capitalize on every opportunity to personalize passenger experiences
- Target specific passengers and enable product visualization
- Include all the content and services travelers desire for their entire journey

BAGGAGE CALCULATOR

Baggage charges don't have to be complicated. ATPCO offers the industry's only recognized source of airline baggage allowances, charges, prepaid, carry-on, and embargo policies. Integrate our technology to experience real-time baggage requests, allowances and charges for a journey—so you can instantly respond.

- Easily add baggage calculator to your system with an XML API
- Improve baggage charge audits for correct pricing and interline settlement
- Comply with international baggage regulations

67%

OF RESPONDENTS SAID BAGGAGE CONTRIBUTES TO ANCILLARY REVENUE

43,000

A major North American airline used Optional Services Upload to successfully implement a baggage pricing initiative that involved over 43,000 data sequence changes in one day — up from the airline's previous average of 2,000.

418

Airlines use ATPCO for distributing their baggage allowances and charges

MONITORING & ANALYSIS

Airline offers are constantly changing. You can gather, monitor, and analyze your (and your competitors') changes in real time to make timely, informed decisions to give you a competitive edge in a fast-paced market.

- Gather the most reliable and wide-ranging insights for your competitive analysis
- Manage the total product your customer sees, not just the fare components
- Improve workflow efficiency with one easy-to-use set of tools

MARKET VIEW & TOTAL PRICE COMPARISON

Give your analysts the power to streamline monitoring, analysis, maintenance, and distribution in one integrated solution: Market View and Total Price Comparison.

MARKET VIEW:

- Summarized view of fares and associated rule provisions in a single display
- Compare competitors' public specified and constructed fares
- See effective travel dates
- Audit Fare By Rule fares
- Quickly navigate to rules and footnotes

TOTAL PRICE COMPARISON:

- Monitor the lowest fares in a market based on total price
- Ability to quickly identify misaligned travel, seasonality, and blackout dates
- Visualize data in Chart, Calendar, and Multi-Market Summary views

- Navigate to Market View to manage fare and summarized rule content

GOVERNMENT FILING SYSTEM

ATPCO's Government Filing System (GFS) is the most widely used revenue management product in the airline industry. It's also the most reliable source for monitoring and prioritizing daily fare changes alongside historical data.

- Access more than 25 years of reliable historical fare and rule text data
- Analyze year-over-year trends for better pricing decisions
- Search and display all market changes to drive powerful insights

Airline Revenue Accounting

Reduced complexity, increased revenue? Yes, please. We support interline settlement by providing daily sales reporting, proration, and tax calculation.

- Maximize revenue and reduce manual costs with automated solutions
- Increase the accuracy of reported revenue and sales data
- Share interline data with partners to simplify billing and settlement
- Monitor your competition through market analysis

PASSENGER INTERLINE PRICING/PRORATE SYSTEM (PIPPS)

PIPPS is used as a reference tool for fare auditing and interline settlement processes when automation cannot provide a definitive result.

• Store pertinent historical fare and rule data
• Airline Clearing House (ACH) proration and Special Prorate Agreements (SPA)
• Access over 25 years of fares and rules data, historical currency levels, and surcharges

INTERLINE SETTLEMENT

You focus on extra revenue, while we take the costs and complexity out of the interline equation. Interline Settlement Services simplifies operations and lowers costs by reducing manual processes, overbilling, tax inaccuracies, and settlement delays.

• Easily communicate settlements between interline partners and streamline interline billing

• Automate the resolution of interline billing issues
• Take advantage of ATPCO's industry reach and expertise

REVENUE ACCOUNTING TAX DATABASE (RATD)

ATPCO has worked on behalf of IATA and the industry to provide an automated data file and online view of the RATD, which now includes carrier-specified amounts and carrier exceptions collected directly by ATPCO. The RATD supplies the industry with official tax rates that support interline processes from pricing through ticketing to settlement.

• Access industry reference for billing interline charges and fees.
• Optimize revenue by reducing settlement disputes and billing rejections
• Simplify your processes with a single source of tax data

INDUSTRY SALES RECORD

ATPCO's Industry Sales Record (ISR) will give you access to sales data that's easily analyzed and integrated with all your revenue accounting and fare management tasks. Simply request that your interline partners and ticketing systems provide sales data to ATPCO, and we will collect, distribute, and standardize this data on your behalf, linking accurate, complete, and consistent revenue accounting data for comprehensive revenue audits.

• Receive one robust transaction for each ticket sold that combines all existing formats of data (TCN, BSP, and ARC)
• Customize the data to meet your business needs
• Share your interline sales data with your partners
• Enable accurate sales accounting, proration, yield management, network analysis, and business intelligence
• Ensure accurate interline settlement by utilizing the information added to your ticket sales

1.5 Million
ATPCO's Industry Sales Record solution, which receives data from 77 sales reporting sources, processes an average of 1.5 million tickets per day

1.3 Billion
ATPCO processes approximately 1.3 billion ticket sales a year.

Our Baggage Calculator has grown from 1,000 daily transactions in 2011 to nearly 1 million today.

Data Platform Services

When big tech meets big data, magic happens. Data Platform Services harness the power of multiple data sources to connect the industry's leading source of pricing and shopping data directly into your business processes.

With flexible connectivity and core data, computed fares become instantly available to internal and external systems in real time through an API or online interface. These services give you different methods for inputting and receiving data so you can choose the ones that work best for you. What's more, they provide real-time access to our Fares and Rules Calculator, Total Price Calculation, and Coupon Value offerings.

- Optimize fare and fare-related data
- Choose an integrated or online version depending on what you need
- Obtain distribution interoperability across the travel ecosystem
- Develop new applications fed by real-time data
- Enhance business intelligence

BAGGAGE CALCULATOR

Baggage charges don't have to be complicated. In fact, determining charges for a specific itinerary can be easy, regardless of the intimidating volume of baggage and interline complexities. ATPCO's real-time web service solution processes baggage allowance and charge data for more than 418 global airlines.

- Integrate with proprietary airline systems via an XML API
- Help ensure policies are applied correctly
- Increase potential for baggage revenue.
- Comply with US DOT and Canadian Transportation Agency regulations for baggage policies

ANCILLARY OFFER CALCULATOR

It's critical to provide a consistent ancillary offering at all points of sale. That's why ATPCO and Farelogix have partnered to help you confidently reach a sale. Combining the Farelogix FLX M merchandising solution with our trusted data from ATPCO's Optional Services solution will help you confidently deliver merchandising offers to your direct and indirect distribution channels using an NDC web service.

- Display the pricing of ancillary products
- Control and track your ancillaries
- Keep ancillaries consistent in all distribution channels

New Distribution Solutions (NDC)

100 AIRLINES

More than 100 airlines went beyond using standard industry sub-codes and have created their own innovative and unique services—enhancing their ability to personalize.

Connecting airlines with sellers is in our DNA. New Distribution Capability (NDC) standards amplify the way airlines personalize products—so the right offer goes to the right person, in the right place, at the right time. As a connected partner, we'll empower you to use NDC technology to better offer your product.

• Achieve unprecedented control of your products
• Directly reach new sellers to optimize revenue from niche markets and channels
• Get direct contact with passengers and capture data to provide personalized offers
• Leverage IATA NDC standards to ensure consistent offers

NDC EXCHANGE

Airlines and sellers are organizing direct connection strategies to advance personalization and offer more control. To ensure the sustainability and scalability of this exciting market, ATPCO and SITA have partnered to develop NDC Exchange, an industry-owned solution that works as a neutral hub to connect airlines with sellers and perform real-time message translation that supports multiple industry standards and versions.

• Enables distribution interoperability across the travel ecosystem
• Supports real-time translation from industry-standard schema to latest version of NDC message
• Offers an industry-led solution to an industry-driven initiative

AIRLINE PROFILE

It's all about control. We focus on giving you that control with NDC-like requests for shopping offers, so you can regulate the flow of requests you receive. Our technology maintains a special set of rules and conditions that manage the communication between airlines and aggregators. It's the best way to securely control the data you want to distribute to systems, so you can achieve unprecedented levels of control of your products, what you choose to offer, and how you manage the order.

• Dramatically reduce undesired transactions
• Proactively establish whether an airline is NDC-capable for fares and services
• Offer the right product to the right person at the right time and place

30 VERSIONS

Airlines and sellers currently use over 30 versions of messaging standards.

Data Market

When we are all working together toward a common goal, we can move the industry forward in a way that grows profit, reduces complexity, and creates happy travelers who want to travel more. Whether you're getting your airfare and fare-related data into the market or leveraging real-time competitive data to inform revenue management strategies, we help you do it with the most comprehensive worldwide database. With more than 170 million fares, composed of public, private, and IATA data, for more than 430 global airlines, we're the travel industry's backbone for pricing and shopping data. **Simply put: our Data Market delivers.**

FARES & RULES DATA

Our Fares and Rules data is an essential piece of the pricing puzzle for your airline offers. All the components and restrictions within an offer represent millions of data points that pricing, fare management, revenue accounting, and other systems need to fuel their purpose.

We collect the fares and rules data instructed by airlines and distribute them to the GDSs, revenue management and revenue accounting systems, passenger service systems, and companies who will benefit from valuable, comprehensive data. And we do it in an industry-standard format you can get from a single source. So whether you need to publish negotiated fares, automate ticket reissues, finely control RBDs, or just get your fares into the market, we have you covered.

• Use the world's most comprehensive source of fare and fare-related data
• Take advantage of a collaborative model working for the industry
• Enjoy flexibility that meets regulatory standards and works everywhere

ANCILLARY & FEES DATA

As airlines respond to market dynamics to recover costs, booking and pricing engines need to enable consistent and accurate application of pricing strategies at every passenger touch-point. But with passengers increasingly customizing their experiences and prices, it's harder for airlines to recover costs through the fog of complexities.

With the right tools, offer complexity becomes offer opportunity. Our Ancillary and Fees Data solution is the single industry source that provides comprehensive information so you can use ancillary and fees data to positively impact revenue.

• Support consistent merchandising and product placement
• Use the only industry solution powered by industry-standard references
• Understand passenger travel patterns and analyze behavior

TAX DATA

ATPCO's Tax Data solution is a center of excellence, covering taxes applied to all our other products to complete the total product price. It is the industry's first IATA-endorsed, centralized, and automated data feed of all tax information related to itineraries, ancillary services, and other airline fees, as instructed by airlines.

• Reduce lost cash from under-collection of taxes or disputes about non-collection
• Collect and remit accurate and consistent taxes on fares and service fees
• Process revenue accounting tax audits and billing with consistent pricing data

4 MILLION

ATPCO database grew from 700,000 daily fare changes to nearly 4 million in just 10 years.
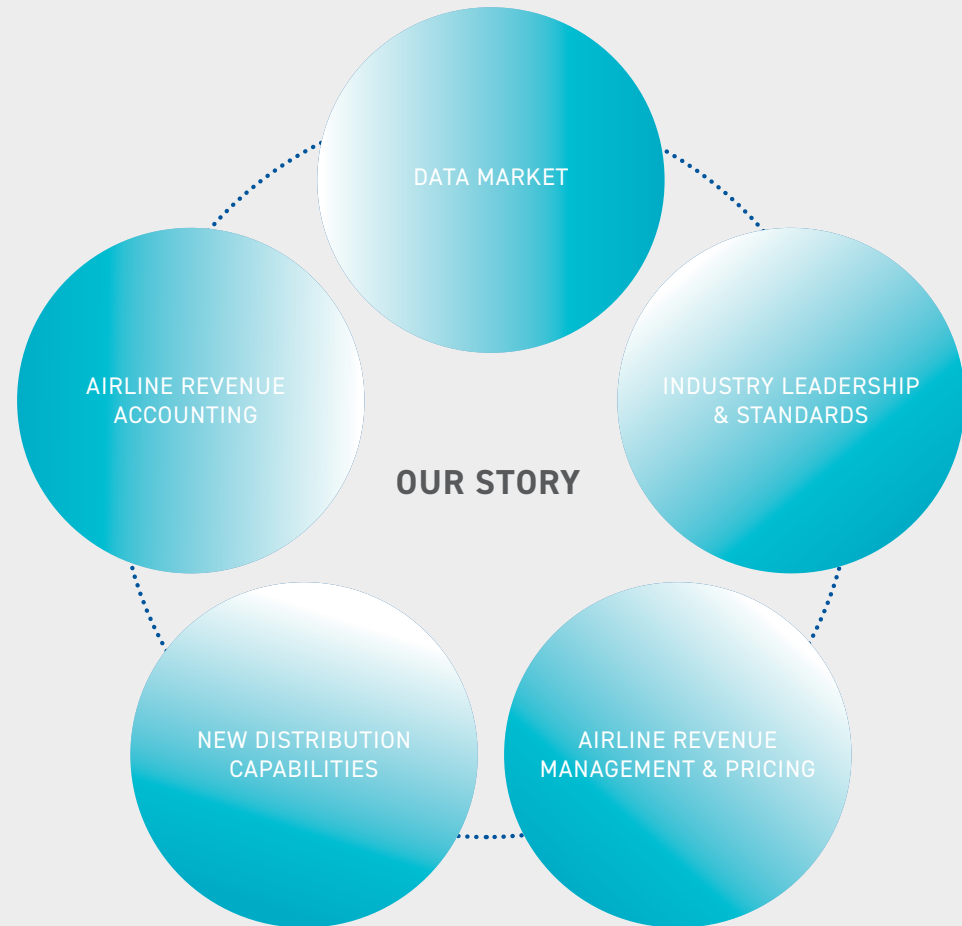
REVENUE ACCOUNTING DATA

When you're looking for prompt and accurate
revenue processes, we have the answer for you.
At ATPCO, we deliver ease of mind by simplifying the
end-to-end process from ticket sale to settlement.
We collect and manage the most complete and
accurate single-source of global revenue accounting
data (ISR) in the market. Fill your revenue accounting
system from our single, high-quality source of
automated data.

• Get a complete view of your sales and never worry
  about duplicate tickets
• Filter only the transactions you want and quickly
  connect with our Interline Settlement technology
• Drive accurate sales accounting, proration,
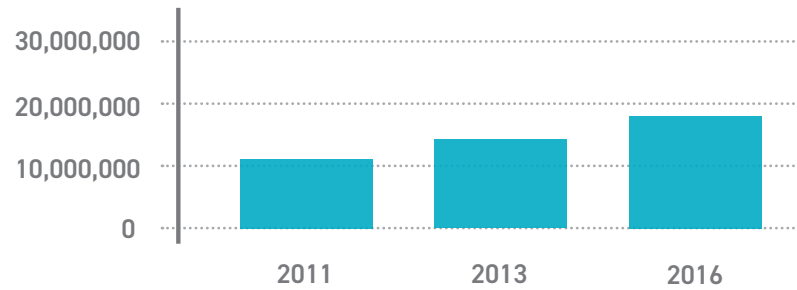 yield management, network analysis, and
  business intelligence

HISTORICAL DATA

ATPCO is the steward of more than 25 years of
historical pricing data. It's the most reliable source
for analysts, strategists, start-ups, and researchers
who use it as the base for their pricing strategies,
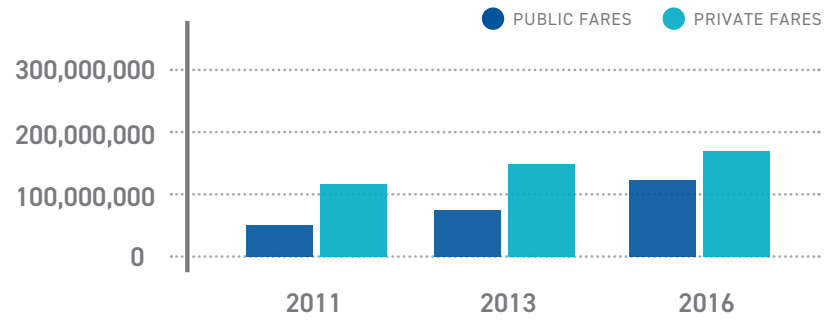market trend analysis, and studies.

• Power your decisions with trustworthy data
• Initialize your radical ideas with comprehensive,
  standardized data
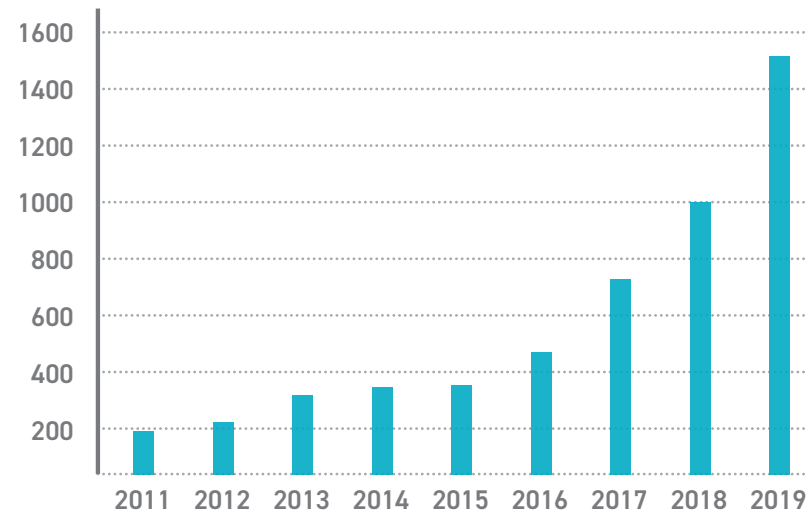• Explore the world's best data for your
  rock-solid research

DATA MARKET

INDUSTRY LEADERSHIP
& STANDARDS

AIRLINE REVENUE
ACCOUNTING

OUR STORY

NEW DISTRIBUTION
CAPABILITIES

AIRLINE REVENUE
MANAGEMENT & PRICING

RULES: 81% GROWTH IN
THE LAST 5 YEARS

| | 30,000,000 |
| 20,000,000 |
| 10,000,000 |
| 0 |

2011   2013   2016

● PUBLIC FARES   ● PRIVATE FARES

FARES: 41% GROWTH IN
THE LAST 5 YEARS

| 300,000,000 |
| 200,000,000 |
| 100,000,000 |
| 0 |

2011   2013   2016

DISTRIBUTION: VOLUME IS EXPECTED
TO TRIPLE IN THE NEXT 3 YEARS

| 1600 |
| 1400 |
| 1200 |
| 1000 |
| 800 |
| 600 |
| 400 |
| 200 |

2011 2012 2013 2014 2015 2016 2017 2018 2019

AVERAGE IN MILLIONS OF WEEKDAY SUBS RECORDS

The Next Generation of Distribution Starts Now

We believe in the power of data—and the people using it—to open new frontiers of customer experience and increased revenue. So go ahead and dream big. Our inspired portfolio of technology and services will help you find those "lightbulb moments" that spark your next moves.

REACH OUT TO ATPCO TODAY

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