

ITA PSS Inventory Control

ITA SOFTWARE'S INNOVATIVE PASSENGER SERVICE SYSTEM



Tomorrow's Sales Strategies -- Today

Introduction to ITA PSS Inventory Control

ITA PSS Inventory Control acts as a single authoritative source of availability that works hand-in-hand with your revenue management department. It is composed of two fully integrated, high-speed, scalable systems known as DACS® (Dynamic Availability Calculating System) and ICS (Inventory Control Server).

ITA's unique approach gives you the freedom to inventory control anything you want while achieving significant cost savings from reduced query volumes on your legacy host systems.

Because it is highly adaptable and fully supports advanced revenue management methods, you can easily modify your merchandising models to meet changing business needs and customer demands.

> Features

Two high-speed, scalable systems (DACS® and ICS)

Configurable nesting structures

Flexible booking code mappings

Ancillary products supported as inventoried components alongside booking codes

Improved load handling

Support for automated adjustments of revenue management strategies

Full compliance with IATA recommended practices

Adaptable aircraft, cabin, and seat configurations

Multi-tier cabin support for cabin within cabin support

Support for advanced revenue management strategies, including O&D/JCL, POS controls, and customer values

Oversell integration with revenue management

Waitlist support

Configurable business logic based on airline-specific attributes and products

Flexible filters and easy site navigation

Full support for codeshare, alliance, and distribution partners

> System Components

ITA PSS Inventory Control (GUI)

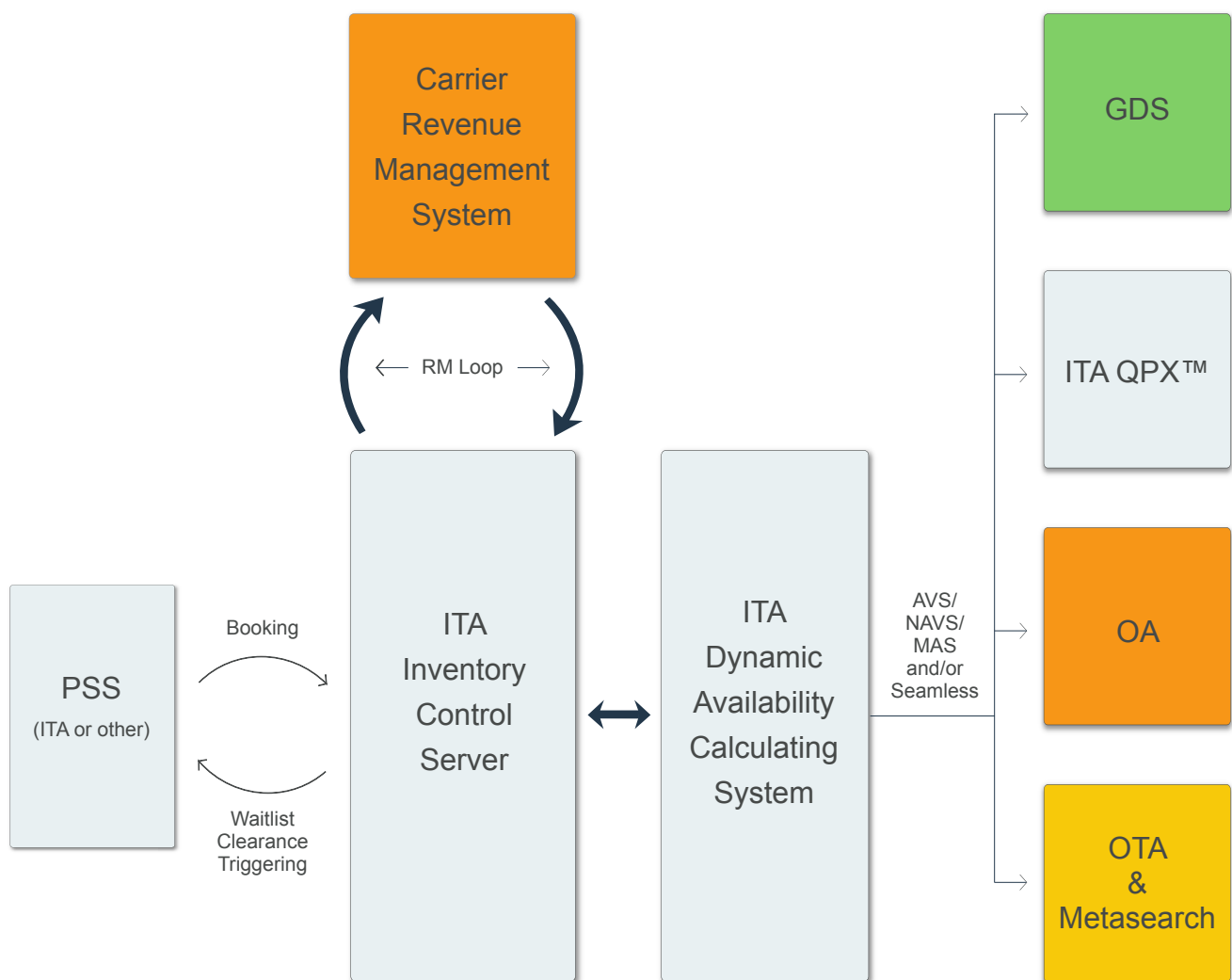
ITA PSS Inventory Control application

- ICS (Inventory Control Server)

- DACS® (Dynamic Availability Calculating System)

ITA PSS Inventory Control Architecture

The ITA Inventory Control Server (ICS) works in harmony with your existing revenue management system through the RM Loop. This keeps your revenue management system up-to-date as inventory changes and ensures airline policies are enforced. ITA DACS distributes availability at high speed to all your channels, ensuring search result accuracy. As an integrated system, ITA PSS Inventory Control makes certain that what gets offered and sold is what you intend.



Inventory Control Module Highlights

- > Efficiently enables any type of change to revenue management strategies
- > Makes it easy for route controllers to modify inventory manually, adjusting selling levels to promote/restrict sales
- > Lets airlines inventory and sell any combination of products or services (i.e. seat selection, meals, pillows, overhead bins, pets on board, and more)
- > Includes two high-speed, scalable systems
 - DACS, ITA's Dynamic Availability Calculating System, handles seamless availability queries, manages availability and sales business logic, and is capable of supporting billions of queries per second
 - ICS, ITA's Inventory Control Server, manages flight records and booking count for all inventoried items, easily integrating with revenue management
- > Accommodates mappings of booking codes by leg, segment, O&D controls, JCL, POS/channel, flight range, date, operating and marketing carrier, and more
- > Offers configurable nesting structures, variable by market, geographic region, flight number, flight range, date, and more
- > Fully supports all IATA recommended practices, including: AVS, NAVS, seamless polling, married segments and journey control logic, and industry-leading POS controls
- > Offers uniquely integrated ITA PSS Reservations, Departure Control, and Inventory Control databases
- > Enables flexible aircraft and seat configurations
 - All aircraft types supported (mainline, codeshare, and more)
 - Seat configurations and AU for more than 100,000 seats
 - Multi-cabins support (i.e. cabins within cabins, moveable curtains, cross-cabin inventory)
 - Multiple inventory configurations per aircraft type
- > Seamless integration with revenue management systems and varying revenue management data such as:
 - Leg-level parameters (i.e. bid prices or bucket levels)
 - Market values from tables or from live fare selection with market value adjustments
 - Point of Sale (POS) business logic
 - Proration information
 - Trip logic
 - Codeshare availability
 - Other custom data, as needed
- > Supports advanced revenue management and O&D strategies (i.e. bid price/gradient model and bid price curve/bid price vector models)
- > Includes sophisticated role-based controls and configurable business logic based on airline rules and processes

Airline Value

Increased Productivity

- Flexibility of the system makes it easy for airline employees to create product and service attributes and bundle those attributes together to provide branded, more targeted offerings
- Flexible filters let airline employees narrow down results and see more details quickly, and only when needed
- Reduces time and effort to work the wait list

Increased Revenue

- Integrates with ITA PSS' sophisticated profile database and call center application to enable very targeted promotions and presentation of optional services based on customer preference and history
- Single source of availability works hand-in-hand with your revenue management department to ensure every booking meets revenue management goals by preventing violations of availability controls

Reduced Costs

- Easy to learn interfaces mean a fast learning curve, reducing training time from several weeks to a few days
- ITA Inventory Control does not incur per message charges for seamless query responses
- All ITA PSS modules are built on commodity hardware, which significantly reduces the cost to maintain and operate the system

Improved Customer Satisfaction

- Better information, more targeted promotions, and consistently superior service levels equate to more satisfied and more loyal customers

Efficient IT Model

- Centralized data repository lets airline employees access changes to inventory and new product offerings -- consistently and from any customer touch point

Focus on ITA Software Innovations

- Centralized data repository across all ITA PSS modules
- Full support for all revenue management strategies, no matter how complex
- Prevents leakage by enforcing revenue management rules for every booking
- Offers industry-leading Point of Sale (POS) controls

ITA PSS: Enabling the Innovative Airline

Built from scratch on modern, open technologies, ITA Software's Passenger Service System (PSS) makes possible the latest advancements in merchandising, self-service, and partnerships. It is easy to learn, use, and manage — and fully supports all network and alliance strategies.

Achieve Business Agility

Grow and Transform with Ease

With its highly configurable modules, ITA PSS readily and cost-effectively adapts to the changing needs of your business. Its service-oriented architecture and highly configurable front-ends make it easy to configure and execute airline-specific business logic. All modules adapt smoothly to changes in your requirements.

Engage in strategic partnerships

Because ITA PSS has interline and codeshare capabilities — including full support for pricing, shopping, availability, inventory control, and airport checkin — you can fully participate in airline alliance partnerships.

Empower your employees

ITA PSS puts efficient tools and real-time customer data at the immediate disposal of your employees so they're always productive, well informed, and intently focused on servicing your customers.

Merchandise and distribute your way

ITA PSS has an integrated, extensible profile system and an advanced merchandising system that is easily configurable to your business needs. You'll confidently offer the right products and services to the right passenger at the right time, every time. ITA PSS also uses robust APIs and third party connectivity for merchandising across both traditional and non-traditional channels.

Embrace Customer Centricity

Know Your Customers Well

Real-time information is accessible across all modules and at every touch point via the unique central repository of ITA PSS. It's a 360° view of your customers through all available channels, including self-service, mobile, and social media.

Make it personal

The extensible profile system of ITA PSS contains passenger histories and customer value metrics. Deliver a reliably superior end-to-end travel experience, complete with personal messages and customized services that show your customers how much they're valued.

Empower your customers

Aided by our PSS Internet Booking Engine with intuitive graphics and flexible filters, customers can effortlessly find what they need and complete the transaction — including automatic ticket changes.

Realize Rapid ROI

Unlock Lower Costs

ITA PSS significantly lowers the cost of maintaining and operating the system with a modular platform built on commodity hardware. Goal-driven, user-friendly UIs with flexible workflows for airline employees dramatically reduce process errors and training costs.

Drive incremental revenues

With ITA PSS, airlines can personalize their marketing based on customer preferences, historical buying patterns, and airline-configured customer values. ITA PSS creates opportunities for upselling and promotion at every customer interaction and touch point, including airport kiosks and mobile applications.

Build and maintain customer loyalty

ITA PSS takes self-service and automation to new heights, directing customers and employees alike toward value-added initiatives that distinguish your airline and service offering.

ITA Software Delivers True Business Optimization

ITA Passenger Service System



RESERVATIONS

- Centralized data repository
- Centralized, configurable business logic
- Workflow-optimized front-ends
- Integrated travel credit repository (EBank)

Value to Airlines

- Tailor offers by customer preference and value, personalizing the experience, and provide uniformity across all customer touch points
- Rapidly and cost-effectively modify the system as your business evolves
- Improve productivity and turn service agents into sales agents
- Provide flexible, alternative payment options



INVENTORY CONTROL

- Advanced, configurable, and flexible inventory control
- Integrated and capacity-controlled optional service data

- Inventory and sell *any* combination of products and services
- Merchandise more effectively and increase ancillary revenues



AVAILABILITY

- Advanced set of availability solutions to store, calculate, and distribute seat availability

- Handle all of your availability needs, regardless of volume, while significantly lowering cost per query



PRICING & SHOPPING

- Industry's comprehensive airfare pricing and shopping capabilities for revenue and award fares
- Highly configurable XML interface
- ReShop™, the first to integrate sophisticated shopping into reprice and reissue transactions

- Provide the most competitive and comprehensive shopping and search capabilities available
- Efficiently make changes and rapidly respond to shifting market conditions
- Automate the recalculation of under- or over-payments and the application of waiver rules and penalties



REACCOMMODATION

- Flexible reaccommodation application that offers multiple re-protection options based on configurable airline business logic
- More detailed information regarding priority status of impacted itineraries and itinerary groups

- Rapidly reprotect passengers and streamline airport operations during unplanned events
- Prioritize affected passengers by customer value



SCHEDULE MANAGER

- Flexible and intuitive user interface
- Fully automated across all PSS applications

- Easily modify, add, or delete flights for planned changes to the schedule or reactive changes caused by irregular operations
- Enable real-time updates and notifications of changes



WEB TECHNOLOGY

- Superior front ends for all channels, including airline websites (IBE), travel agency distribution, and call center agents
- Highly configurable web platform

- Provide consistency across all channels
- Create significant efficiency through intuitive user interfaces and filters
- Rapidly implement new e-commerce programs



DEPARTURE CONTROL

- Shared information between ITA PSS Departure Control and Reservations, in real-time
- Efficient quick access keys and one-key options

- Deliver a more personalized and superior airport experience whether customers interact directly with your agents or use self-service tools like kiosks, mobile applications, or online sites
- Significantly reduce agent transaction times



ITA Software LLC (www.itasoftware.com) is a leading provider of innovative solutions for the travel industry. ITA's QPX, a comprehensive airfare shopping system, is used by leading airlines and travel distributors worldwide including Alaska Airlines, Alitalia, American Airlines, Bing, Hotwire, Kayak, Orbitz, Southwest Airlines, TripAdvisor, United, Virgin Atlantic Airways, and others. ITA is now offering a completely new airline passenger reservation system to improve the customer experience. ITA was acquired by Google in April 2011. ITA was founded by computer scientists from MIT and is headquartered in Cambridge, Mass., USA.

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