

Equipping airlines with actionable market intelligence to manage their distribution program

ARC's Airline Business Intelligence (BI) tool provides airlines with an efficient way to view detailed travel agency ticketed data to quickly measure sales performance, understand market share and identify market potential.

How can Airline BI help you better manage your agency business?

Increase efficiencies

A visual, aggregated view of agency ticketing data, with report saving capabilities, reduces time spent compiling and analyzing, allowing more time for proactive marketing and identifying territory growth opportunities.

Optimize earning potential

View market share and other metrics at the individual airline level as well as by customized peer group. Filter competitive data by O&D and by agency to compare performance on routes with partners to identify opportunities.

Improve performance measurement

Visibility into sales and agency trends helps airlines understand performance and recognize market trends to maximize goals. Create customized sales territories within the tool for quick and easy analysis.

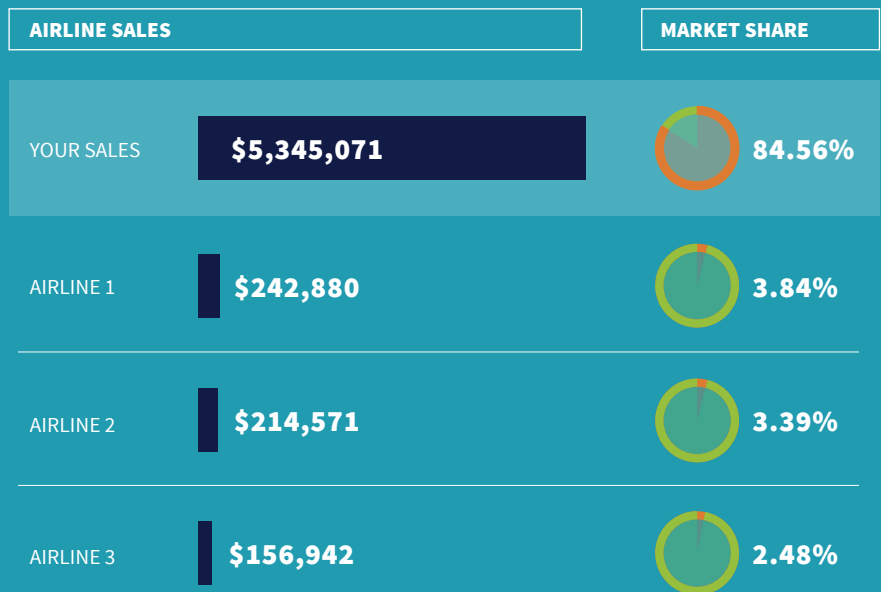
Strengthen agency relationships

View data at the agency level to monitor sales and communicate more effectively with agency accounts on performance, contract expectations and new areas for growth. Get up-to-date contact information right within the tool.

Benchmark Performance

Analyze your share of agency sales by specific route as compared to competing airline peers. You can also create custom benchmark views to better evaluate your market performance.

AGENCY 1 DESTINATION PAIR: MIA-GRU



12,000+
AGENCIES

270 Million
PASSENGER FLIGHT
SEGMENTS

220+
PARTICIPATING
AIRLINES

\$88.5 Billion
ANNUAL SETTLED
TRANSACTIONS

*Source: 2017 Airlines Reporting Corporation (ARC) Settled Transactions

High-quality data at your fingertips



“ Airline BI offers a nice mix of data visualization and raw numbers. So, from a sales perspective, the dashboards are extremely helpful when reviewing with clients, but for our more analytical users, the raw data is useful. It's the best of both worlds. Airline BI helps us stay on top of trends with a weekly analysis of agency performance and better understanding of how our O&Ds are performing, as well as monthly cost-of-sale metrics including market share and booking class. The data is very robust and matches well to our own internal sources.”

Dominic Bernardo
LOT POLISH AIRLINES

Use Airline BI.
Maximize your performance today.

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arccorp.com/ds/airlinebi



An industry leader in distribution and data, ARC settles more than \$88.5 billion in transactions annually between airlines and travel agencies, representing more than 265 million passenger trips. ARC provides flexible distribution solutions, innovative technology and access to the world's most comprehensive air transaction data, helping the global air travel community connect, grow and thrive. For more information, please visit www.arccorp.com.