

# Equipping airlines with actionable market intelligence to manage their distribution program

ARC's Airline Business Intelligence (BI) product provides airlines with an efficient way to view detailed U.S. travel agency point-of-sale data to quickly measure sales performance, understand market share and identify market potential.

## How can Airline BI help manage my U.S. travel agency business?

### Increase data efficiencies

A visual, aggregated view of agency sales information reduces time spent compiling and analyzing data and offers airlines the ability to customize data the way they need it.

### Improve performance measurement

Visibility into sales helps airlines better understand performance and booking trends to better direct sales strategies and maximize goals. Plus, airlines can create their own customized sales territories by region, state and more for more relevant and consistent reporting.

### Optimize competitive advantage

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.

### Strengthen agency business

View data at the agency level to monitor sales by O&Ds and communicate more effectively with accounts on performance, contract expectations and new areas for growth. Keep portfolios up to date with the tool's agency contact information.

## 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



## Updated, comprehensive ticketing data at your fingertips



**12,000+**  
AGENCY LOCATIONS

**295 Million**  
PASSENGER TRIPS

**2.4 Billion**  
GLOBAL SEGMENTS

**\$94.8 Billion**  
ANNUAL SETTLED  
TRANSACTIONS

\*Source: 2018 Airlines Reporting Corporation (ARC) Settled Transactions

“ 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**  
HEAD OF SALES, NORTH AMERICA | LOT POLISH AIRLINES

**Use Airline BI.**  
**Maximize your performance today.**

[sales@arccorp.com](mailto:sales@arccorp.com)  
[arccorp.com/ds/airlinebi](http://arccorp.com/ds/airlinebi)



An industry leader in air travel distribution and intelligence, ARC provides channel-agnostic tools and insights to help the global travel community connect, grow and thrive. ARC enables the diverse retailing strategies of its customers by providing flexible settlement solutions, innovative technology and access to the world’s most comprehensive air transaction dataset. In 2018, ARC settled \$94.8 billion in transactions between airlines and travel agencies, representing more than 295 million passenger trips. For more information, please visit [arccorp.com](http://arccorp.com).