


**NetLine/Market**

NetLine/Plan

NetLine/Sched

NetLine/Ops

NetLine/Crew

## NetLine/Market

### Being ahead of your competition

Do you want to know which markets, segments or itineraries have been booked by your competitors and how many passengers made these bookings in which agencies? Do you want to focus on the most profitable markets before anybody else?

NetLine/Market enables you to instantly grasp your exact market position and to examine your competitors network and sales performance in detail. You will be able to analyze worldwide traffic flow and its sales origin. Your response time to market changes will accelerate with this strategic tool for detailed sales and network planning.

#### Always an insider on your market

NetLine/Market provides you with market and sales information to analyze historical, current and future demand on a global

level. With the specific results generated by NetLine/Market you can focus on the most profitable markets and maximize your revenue. Early detection of future trends is one of the most striking competitive advantages. The analysis in NetLine/Market refers to existing and new markets, i.e. origins and destinations (O&D), segments, connection points, points-of-sale, codeshare information, capacity and many other criteria. The ability to view information from any perspective and at any level of detail is the key to efficient sales and network management.

#### NetLine/Market creates value

- > **Maximizes revenue by focusing on the most profitable markets**
- > **Accelerates response time to market changes**
- > **Detects potential for codeshares, new markets or sales incentives**
- > **Keeps you ahead of competing hubs by means of sophisticated reports**
- > **Reduces work-load for investigation and research**

#### > NetLine

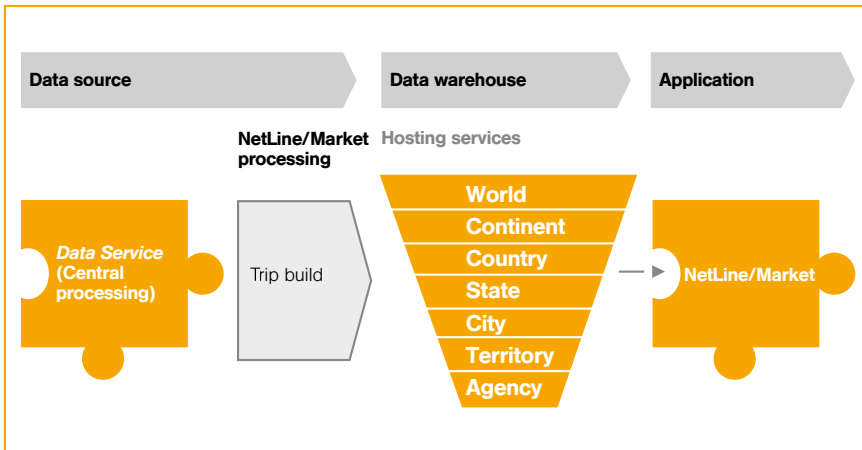
NetLine is one of the world's leading software solutions for the airline industry. The integrated, modular product line provides optimal support for the entire process of planning and controlling airline resources.

#### NetLine products:

- **NetLine/Market**  
The market analysis solution
- NetLine/Plan  
The network planning solution
- NetLine/Sched  
The schedule management solution
- NetLine/Ops  
The operations control solution
- NetLine/Crew  
The crew management solution



<b>NetLine/Market</b>	NetLine/Plan	NetLine/Sched	NetLine/Ops
<i>Data Service</i>			
<i>Sales Monitor</i>			



NetLine/Market data warehouse offers a high level of flexibility for users at short response times

### How does it work?

NetLine/Market is the fastest solution to access the massive amount of data produced by the GDSs and ticketing offices. The NetLine/Market data warehouse manages these volumes while offering a high level of flexibility for users at short response times. The NetLine/Market segment capacity report delivers a computation of true market sizes. This model fills the gap between booking or ticketing data and direct sales, and assists in assigning “fair” sales targets on a market level. NetLine/Market supports investigation and research, so that you can focus on the most profitable markets every day.

### Features and functions

Various reports are available in NetLine/Market, e.g.:

- **Market structure** reports to analyze specific markets by airline shares and information such as cabin class, traffic type or travel time.
- **Market volume** reports to compare and rank market volumes additionally detailed into airline shares or first connection points.
- **Segment structure** reports to show how the bookings for a selected segment are distributed among airlines, airline groups, flight numbers, cabin classes and booking classes.
- **Segment servicing** reports to analyze specific segments with their direct feeding and de-feeding airports or true O&Ds.

- **Sales analysis** reports to analyze point-of-sale by its markets and airline shares.
- **Segment codeshare** reports to show which marketing and operating airlines are serving a selected segment and how the bookings are distributed among them.
- **Advance bookings** comparison reports to analyze future booking trends from a certain month in the past. The distribution of bookings among GDSs and many more criteria can be analyzed.
- **Segment capacity analysis** enables monitoring of LCC’s and regions with fragmentary booking or ticketing information, and consequently enables assignment of “fair” sales targets on a market level. In addition, this schedule-based report group fills the gap between booking or ticketing data and direct sales.

**NetLine/Market modules**

**Data Service**

Data Service is the processing solution for all available data sources.

Data Service processes raw data and customized data delivery. Different data sources are transformed into structured information and are delivered just-in-time and according to specific requirements. The processed data is fed seamlessly into Lufthansa Systems' NetLine/Market or incorporated into any in-house data warehouse.

All major GDSs as well as IATA and ARC data are fully supported. Depending on your specific requirements, market information data can be processed based on a segment, online, true or on a customized origin-destination definition.

Data Service creates value

- Transformation of different data sources into meaningful information
- Delivery of high-quality information just-in-time
- Seamless integration with the NetLine/Plan calibration tool
- Avoidance of in-house investment for data processing

**Sales Monitor**

With the Sales Monitor module, the laptop solution for agent monitoring, you can identify the top markets, and analyze which agencies support your and your

competitor's products. Sales Monitor is an important tool for providing hard fact information to the sales manager, who must make serious decisions quickly and profitably. This solution monitors the relative sales performance of your agencies and markets over time, and will assist you to define realistic, but challenging sales targets.

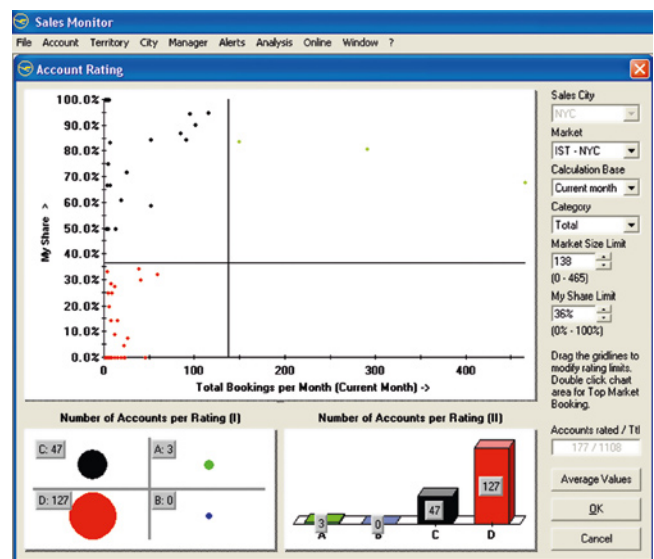
One of the key benefits is the alert function which notifies you of non-performing agencies, delivers a profound analysis of the agencies' booking performance, supports your argumentation during sales discussions and tracks the success of your sales activities. This results in identifying new revenue

opportunities, continuously monitoring incentive program goals and the creation of ad hoc incentive measurements.

Sales Monitor can be enhanced with fare information.

Sales Monitor creates value

- Profit from fact-based opportunity management
- Monitor the sales performance of your markets, sales city and agencies
- Compare your airline to the competition
- Proactively plan agency sales visits
- Increase revenue performance through focused sales activities



Portfolio analysis to cluster your accounts (account rating) within Sales Monitor



### Features and functions of *Sales Monitor*

- **Account report** The alert functions of *Sales Monitor* enable you to find accounts and markets which are giving your airline a lower market share than the city average. Additionally, rating functions are available to target accounts with the highest potential.
- **Territory report** divides your sales city data into logical geographic units. For example, report for identification of the performance of a market allow you to compare your sales area to others.
- **City report** provides a smart overview of the sales city. The total number of book-

ings and your company's respective share of the market is displayed here.

- **Management report** supervises activity of sales areas, this report compares performance to average values and defined threshold values.
- **Alert report** includes several alert functions, indicating significant changes and future trends. Thus identification of potential for an increase in sales revenue is achieved.
- **Analysis report** generates answers to your questions. Additionally, reports for targeting accounts supporting your competitors are available.

### System requirements

- PC-clients, 600MHz, 128 MB RAM
- MS Windows 2000, Windows XP
- easy integration with WAN, LAN environment
- LINUX based warehouse server (ASP) powered by Oracle 10g

NetLine/Market can be as flexible as you want or need it to be. It can be set up on-site and adapted to fit your IT environment or accessed as a remote information warehouse hosted by Lufthansa Systems (ASP).