



A component of

**Integrated
Commercial Platform**

High revenues, low invest

Are you facing stiff fare competition both from network and low-cost carriers? Do you sometimes feel your fare distribution is not optimal? Then consider ProfitLine/Yield *Rembrandt*, the leading revenue management solution, designed to support demanding airlines in a competitive environment. It sets your availabilities according to market developments and competitor fares, thus boosting your revenues.

ProfitLine

In terms of its methodology and technology, ProfitLine is the leading software solution for revenue management and pricing. The integrated and modular product line maximizes revenue and secures the market position of more than 40 airlines throughout the world.

ProfitLine products:

- ProfitLine/Price
The fare management solution
- ProfitLine/Yield O&D
The O&D revenue management solution
- ProfitLine/Yield *Rembrandt*
The segment-based revenue management solution
- ProfitLine/Yield *DPE*
The solution for real-time pricing and business rules

Segment-based revenue management

ProfitLine/Yield *Rembrandt's* advanced forecasting and optimization approach is characterized by usability, automation and simplicity of operation. It is the optimal tool for airlines to cover the complete range of yield management operations.

The solution maximizes revenues for any business model, offering both product-sensitive and price-sensitive forecasting. While product sensitivity addresses mainly the more traditional market, price sensitivity is most needed in the fenceless low-fare environment.

> Fast return on investment

- The system is quick to implement and comfortable to operate.

- A brief training period is sufficient to use the system professionally.
- Smooth interfaces with most inventory systems are available.

> Ahead of the competition

- Strategic inventory control possibilities enable automated setting of price points based on competitors' fares.
- The solution anticipates market changes with enough advance notice to allow an effective response.

> Automatic monitoring of the whole network

- Tracing of abnormal and critical booking patterns
- Fleet optimization recommendation
- Competitor price information

Features and functions

ProfitLine/Yield *Rembrandt's* segment-based revenue management approach of forecasting demand and managing capacities is characterized by

- booking-based and seasonal forecast
- competitor price monitoring
- rule-based availability control
- multi-segment optimization capabilities

ProfitLine/Yield *Rembrandt* covers the complete range of core revenue management tasks in an easy-to-learn design. Its intuitive, user-friendly GUI (Graphical User Interface) provides the basis for tapping the full potential from the high degree of automation. Comprehensive and integrated management reports deliver concurrent information on yield, load factor, costs, bookings, over-bookings and much more, allowing for reliable feedback loops and strategic analysis.

ProfitLine/Yield *Rembrandt* allows airlines to calculate individual group prices giving consideration to displacement costs, to

monitor flights with exceptional booking behavior, and to be informed at all times about demand flows in highly competitive markets in order to anticipate market changes in time for effective reaction. By offering seats closer to what the customer is willing to pay, ProfitLine/Yield *Rembrandt* increases performance, thus maximizing your revenues.

System requirements

- ProfitLine/Yield *Rembrandt* uses client-server architecture and an Oracle database. The client-server system fits seamlessly into any environment.
- The server supports a number of commonly known hardware and software platforms such as various UNIX versions, Windows NT/XP, OS/2.

We are your reliable partner for the future. Please do not hesitate to contact our revenue management experts.



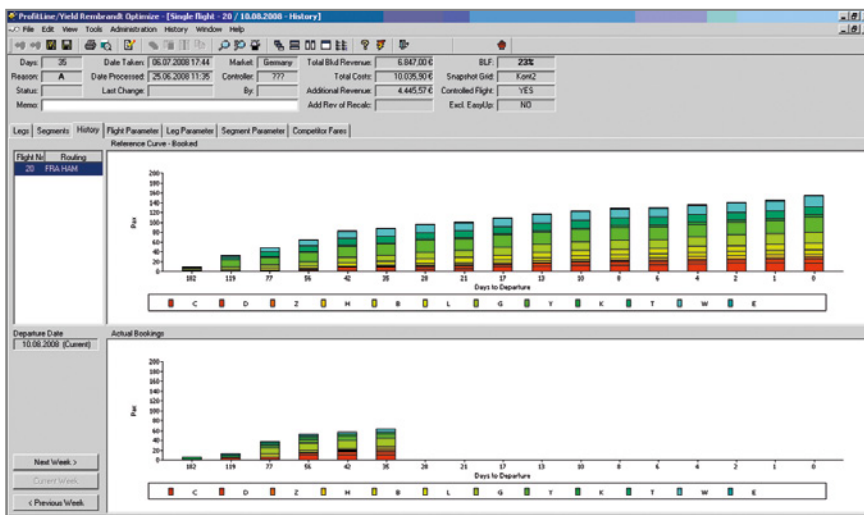
As ICP/Yield, our solution ProfitLine/Yield *Rembrandt* is a component of the Integrated Commercial Platform (ICP).

The ICP covers all the network and revenue management processes of an airline. It facilitates the best overall decisions, generating substantial additional revenue potential. Learn more about our platform by visiting us at www.ICP.LHsystems.com.

Components of the ICP Platform:

- ICP/Market
- ICP/Plan
- ICP/Sched
- ICP/SchedConnect
- ICP/Price
- ICP/Yield

ProfitLine/Yield *Rembrandt*



ProfitLine/Yield *Rembrandt*: Single Flight Window – actual bookings and reference curve comparison