



Revenue Integrity

Increasing revenue and eliminating loss potential

Revenue Integrity creates value

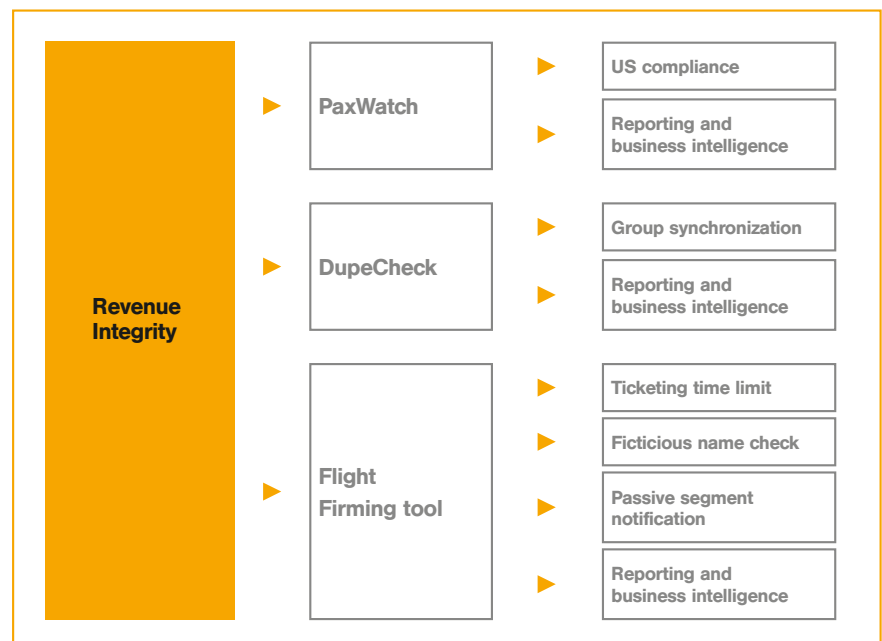
- Approx. 1 EUR per 1 SSB (= additional revenue)
- Reduction of distribution costs
- Generation of additional revenue and higher yields
- Increase in seat load factor, decrease in no-show rates
- Improvement of demand forecast and flight control
- Lean inventory throughout the whole sale period, faster waitlist clearance

Revenue Integrity reduces the difference between the expected and actually realized revenue of an airline.

Traditional reservation channels allow passengers to reserve several flight options until a final decision is taken. Meanwhile, there is a risk that large numbers of seats may remain blocked during the decision process and are not available for sale.

These days very few airlines use automated checks to identify and delete such

reservations, which leads to significant revenue loss as seats either remain blocked or are released too late and therefore do not qualify for re-sale. Lufthansa Systems' Revenue Integrity offers a set of tools capable of performing various automated checks, enabling airlines to check their reservation data for multiple criteria that may cause loss of revenue. This means that each airline can adjust reservation data and optimize its net results.



Core functionalities of Revenue Integrity

Features and functions

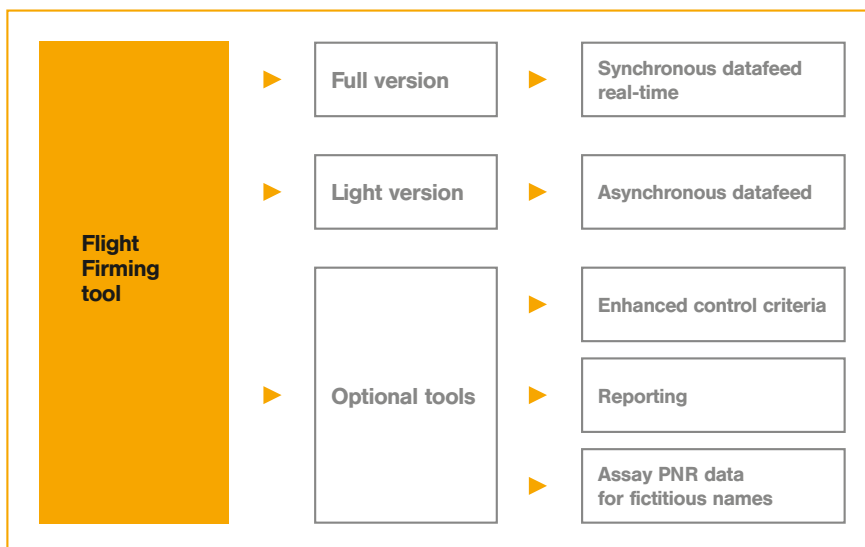
Lufthansa Systems' Revenue Integrity consists of several optional features:

The Flight Firming tool features the full service range for PNR data control. Generally, it scans PNR data for expired ticket time limits, has access to all GDSs, and grants full coverage of PNR data including all updates.

The full version of the Flight Firming tool provides airlines with real-time checks for ticket deadlines; further extended business rules are freely configurable and are described within the optional tool section.

The light version of the Flight Firming tool enables airlines to check on ticket deadlines with data updated on a daily basis. Full ticket time limit control functionality is provided as well as the setting up of optional basic business rules.

Optional tools for both versions include enhanced control criteria such as assay PNR data for fictitious names, identifying passive segments or processing group synchronization.



Flight Firming tool: General overview



DupeCheck is another feature of Revenue Integrity. With the help of this tool, both optional multibookings on the same or similar routes and time overlaps within the PNR as well as multiple bookings for identical passengers in different PNRs can be identified.

For the future, the introduction of passenger control and sequence checks is planned. Passenger control will allow airlines to check passenger-related PNR data and notify the airline once a passenger is detected. Sequence checks will scan PNR data for segments flown out of sequence. Airlines will be notified of such PNRs and can charge the passenger with the actual applicable fare.

Statistics and business rules are editable in a GUI, which enhances the benefit of Revenue Integrity as such.

The **PaxWatch** tool offers a modular search and identification solution for higher efficiency of airline security and fraud prevention. Most carriers today do not use automated solutions for passenger watch listing and fraud prevention to reduce security risks and assist revenue optimization. However, the law has required such facilities since the events of September 11, 2001. The PaxWatch tool uses customer- or authority-defined business rules to identify PNR segments which recognize passengers who are wanted by the police or security services. Based on the PNR information the system is also able to identify unruly passengers who are grounded by the airline. Upon the identification of such a PNR, airline security receives a message stating that a reservation has been made for a potentially critical passenger. Unruly passengers may be informed automatically that they will be denied boarding on the booked flight.





Key benefits of the PaxWatch tool:

- Advanced cabin security
- Compliance with legal regulations
- Improved efficiency/revenue (numbers) integrity
- Discrete and comfortable mode of passenger identification

Technically, all products of Revenue Integrity are based on a relational database model, datafeed is conducted using the PaxBase database, and an airline inventory PNR data extraction on a regular, definable basis transfers all newly created or updated PNR to the relational database server. PNR data is analyzed and reconciled in accordance with the criteria set by the airline.

Modern SQL query operations identify infected PNR data and process them in accordance with the business rules. Dupe segments or Dupe PNRs are eliminated, and PNRs containing expired ticketing time limits are sent to a queue in order to notify the responsible agent.

Revenue Integrity is designed to be independent of backend systems. The various features are therefore available in connection with Lufthansa Systems existing Passenger Management Systems, as well as third-party backends.

System requirements

- Client-Server System
- Relational Database (MySQL)
- Java In-House Graphical User Interface or Browser Based Application Usage
- TCP/IP

Contact:

Lufthansa Systems AG
Marketing Communications
Am Weiher 24
65451 Kelsterbach
Germany

Tel. +49(0)69-696 90000
Fax +49(0)69-696 95959
marketing@LHsystems.com
www.LHsystems.com