



## *Japan Airlines Changes Revenue Management System to PROS O&D*

*~ Newly-Adopted Forecasting Technologies Optimize Revenue and Improve Customer Booking Process ~*

**TOKYO December 19, 2014:** As part of the its IT renovation plan, Japan Airlines (JAL) announced that it has changed its Revenue Management System (RMS), a tool for predicting consumer behavior on passenger flight booking products, to U.S.-based PROS (\*1) O&D (\*2) Revenue Management.

The new Revenue Management System offers highly-effective forecasting technologies to precisely predict demand and show-up behavior on international and domestic passenger flights to maximize network revenues and improve the airline's competitive position in the marketplace. Additionally, JAL customers benefit from the PROS O&D system because of its greater accuracy to identify flight availability resulting in less waitlisted segments and more timely flight confirmations. The system also better recognizes multi-segment itineraries because of its origin and destination logic, which is particularly beneficial for connecting passengers.

The new PROS O&D Revenue Management allows JAL to:

- Integrate both domestic and international RMS into one while delivering timely and seamless services to its global customers.
- Shift from a "Leg/Segment" (flight-by-flight) basis to a "Network" basis with an optimization model and improving revenue streams more effectively(\*3).

JAL continues to strive to provide its customers with more convenience and high-quality services and products by renovating its IT systems.

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### **About Japan Airlines**

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the oneworld® alliance, the airline now reaches more than 280 airports in 45 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has over 27 million members worldwide. Awarded the most punctual major international airline in 2009, 2010 and 2012, JAL is committed to providing customers the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become its customers' most favorite airline in the world.



(\*1)PROS Holding, Inc.

PROS Holding, Inc. (Headquarters in Houston, TX, USA) is a big data software company that helps customers outperform in their markets by using big data to sell more effectively.

(\*2)O&D

PROS O&D provides network optimization including the connecting passengers between domestic and domestic flights, international and international flights, international and domestic flights, and helps the airline to review network flows and perform detailed flight analysis to improve revenue streams.

(\*3)PROS O&D Revenue Management is built with the smartest forecasting technologies to predict demand and show-up behavior with precision, taking into account variations by season, peak/off-peak/shoulder periods, as well as holidays and special events. It all adds up to an origin-destination revenue management solution that transforms airline business to the way customers want to fly, rather than the way airline flies its routes. The Network base optimization model enable the airline to capture emerging trends by region, market, flight, date range, and more, so the operator can know where and when to make pricing changes.