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Confidence.
Control.



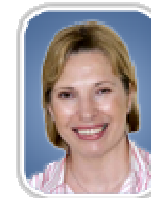
IDEAS

a sas company

Revenue Management in a Networked World



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Cheryl Hawksworth
Sales Manager, UK & Ireland



Vague but exciting ...

CERN DD/OC

Tim Berners-Lee, CERN/DD

Information Management: A Proposal

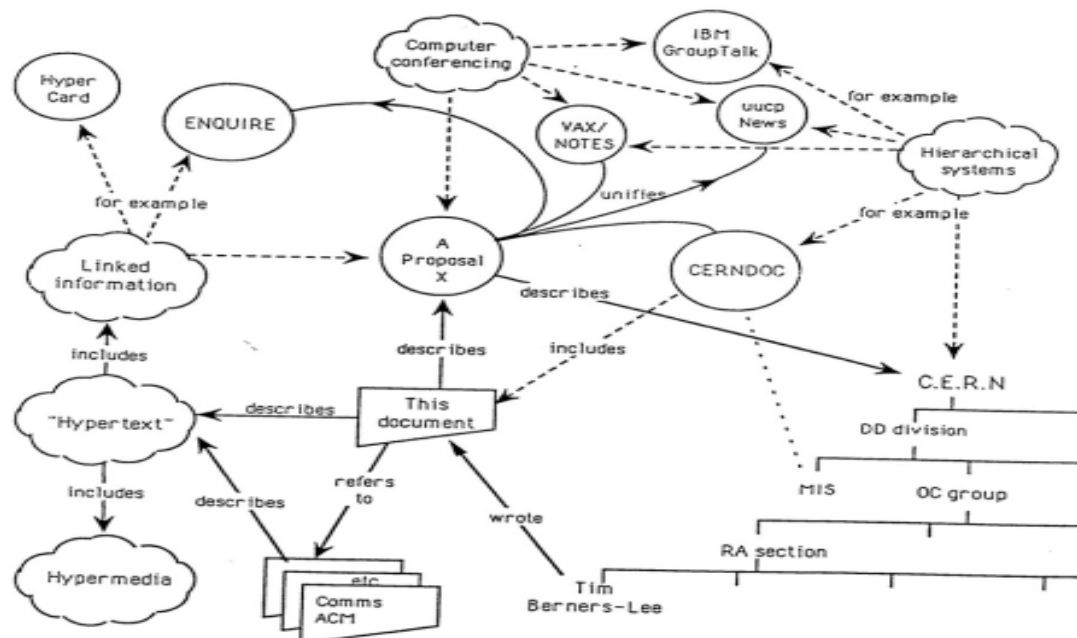
March 1989

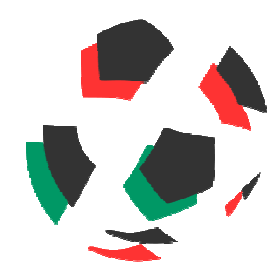
Information Management: A Proposal

Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control





ITALIA '90



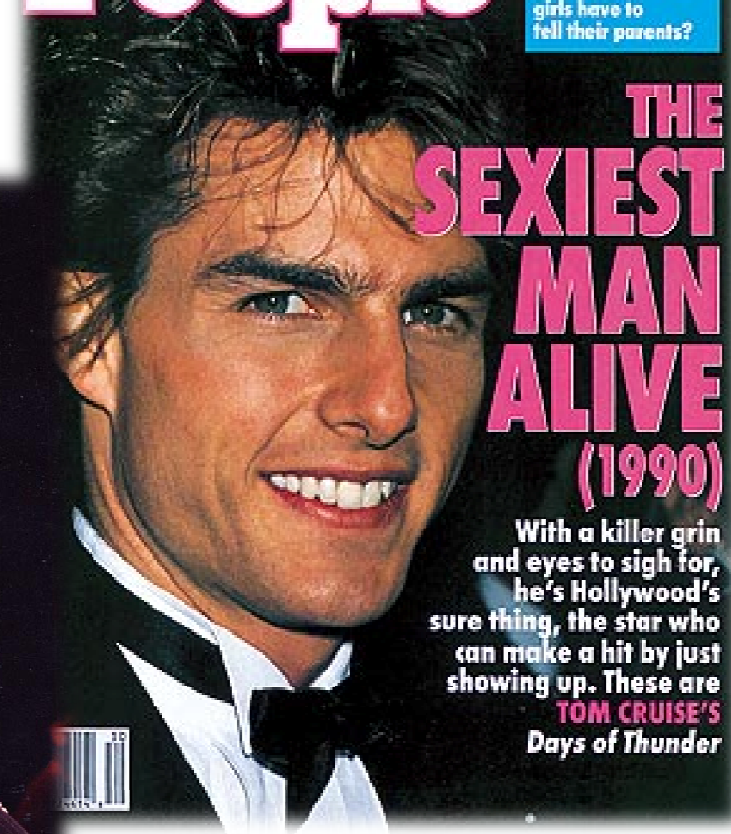
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One solution to three of your biggest needs:



The new IBM PS/2 Model 30 286.

Power
Now you can get a lot more work done in a lot less time. Not only can the new IBM Personal System/2™ Model 30 286 run your DOS applications, it can run them fast. In fact, it's a system that's up to twice as fast as the popular PS/2 Model 20, thanks to its advanced technology and 286 chip.

What's more, as your needs grow, so can your system. Expansion can be extended by adding up to 640K of memory right on the system board.

It's a high-performance system without a high price tag.

Affordability
The new Model 30 286 comes with many standard features that are optional on other systems in its class. For example, standard VGA graphics, as well as printers, mouse solutions, and mouse ports are all built into the system, so options don't add to the other user. You also get a performance-boosting disk cache to help "notice change" some of your applications.

And, of course, you get PS/2 quality and reliability, which helps make short work of your long-term decision.

One other small feature comes standard, too. The Model 30 286 costs less than you might expect, which makes it an affordable choice for everyone.

And, since this system works with much of the software and hardware you may already have, you'll be getting the most from your IBM investment.

Compatibility
The new Model 30 286 runs most of the DOS applications you are using, like Lotus 1-2-3™, dBase™, Microsoft® Works and others. It accepts a variety of PC, XT, equipment cards, and it also runs every level PS/2 model, many PC and PC XT™ cards as well.

For the Model 30 286, the system with the rest of the PS/2 family, it communicates with the most advanced personal systems and is designed to run IBM's OS/2™ version 1.1.

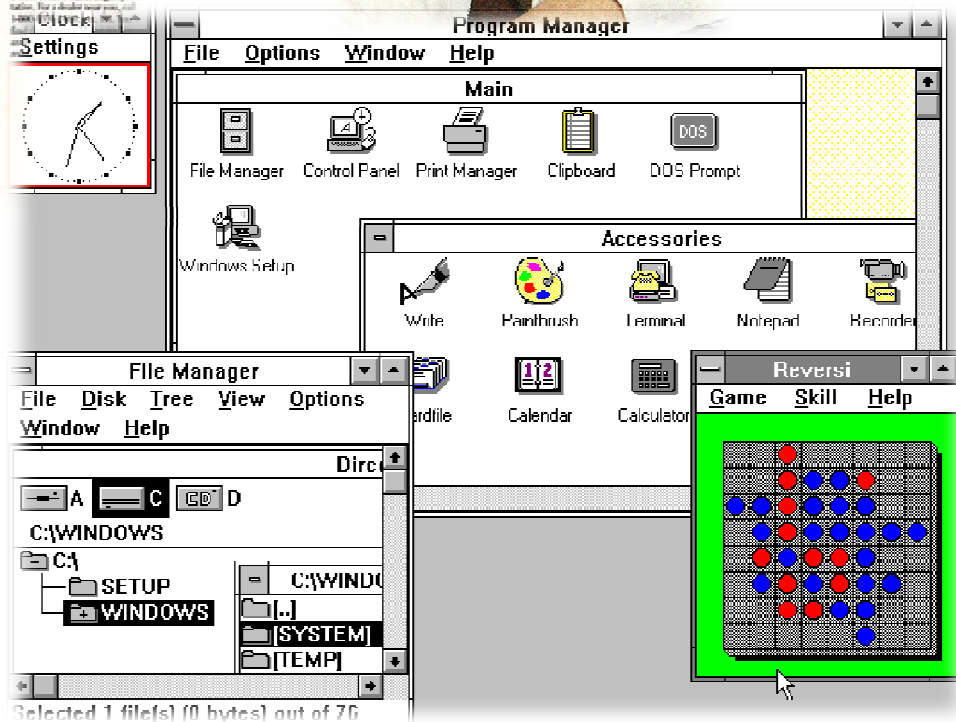
For complete details about the Model 30 286 or any of the more advanced members of the PS/2 family, contact your IBM Hardware Dealer or IBM Marketing Representative. For a dealer near you, call 1-800-4-A-IBM.



Computers of the '90s: A Brave New World

They'll talk, teach, play music—and take dictation

Education
Grade school: Desktop computers will replace pens and paper.
Language: Voice simulations will make it possible to learn foreign tongues from mechanical tutors.
Libraries: Buildings full of books will be stored on optical disks.
Programming: Flexible software will make it easy for students to create their own computer programs.



And what about Revenue Management?



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US005265006A

United States Patent [19]

Asthana et al.

[11] **Patent Number:** 5,265,006
 [45] **Date of Patent:** Nov. 23, 1993

[54] DEMAND SCHEDULED PARTIAL CARRIER LOAD PLANNING SYSTEM FOR THE TRANSPORTATION INDUSTRY

[75] Inventors: **Ajay K. Asthana**, Chicago, Ill.; **Subhash Gupta**, Minnetonka; **Ravi Mehrotra**, Bloomington, both of Minn.; **Sharad Singh**, Chicago, Ill.

[73] Assignee: **Andersen Consulting**, Chicago, Ill.

[21] Appl. No.: 633,960

[22] Filed: Dec. 26, 1990
(Under 37 CFR 1.47)

Related U.S. Application Data

[63] Continuation-in-part of Ser. No. 627,824, Dec. 14, 1990.

[51] Int. Cl.: G06F 15/20

[52] U.S. Cl.: 364/401

[58] Field of Search: 364/401-407,

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Data Sources®, Software, 1st Edition, vol. 2, pp J-21-5-J-224, 1990.

Primary Examiner—Robert L. Richardson
Attorney, Agent, or Firm—Merchant, Gould, Smith, Edell, Welter & Schmidt

[57] ABSTRACT

Method and apparatus for a demand scheduled partial carrier load planning system for the transportation industry, designed to distribute planned and random orders, each order having a source point and a destination

Revenue Management has come a long way...



1990

Rooms
Yield
Management

Demand
Forecasting
+
Length of stay

2000

Revenue
Management

Rooms Yield
Management
+
Other Revenues

2010

Profit
Optimization

Total
Revenue Management
+
Dynamic Pricing
+
Distribution Channels

Technology has come a long way...



1990



2000



2010

Great Prices
in your
FAVORITE
Places

BOOK NOW

yapta

home flights hotels deals join | sign in

your amazing **personal** travel assistant

- Track airfare price drops**
Prices fluctuate often. Yapta's price drop alerts help you know when to book your flights to get the best value.
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Find hotels that match your preferences and track them with Yapta. Email alerts will let you know when prices drop.
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Total savings identified for Yapta members:
(since May '07)
\$250,621,489

Average Yapta member savings:
\$334.16

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- William from San Francisco, CA

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Key Drivers of Revenue Management

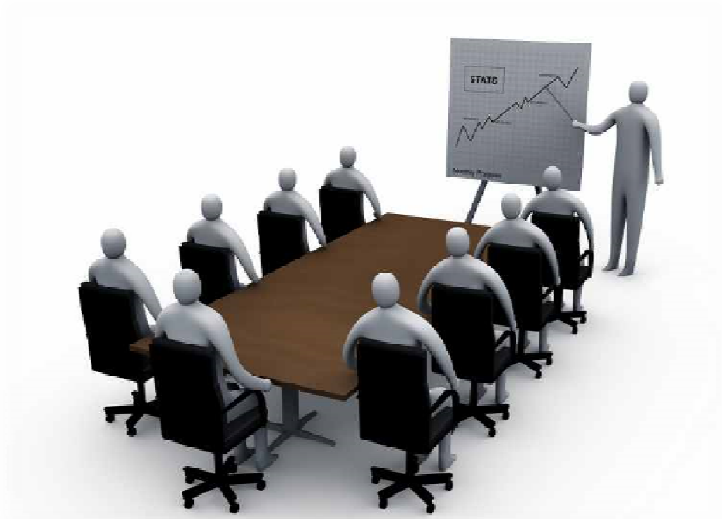


People

Process

Technology

People



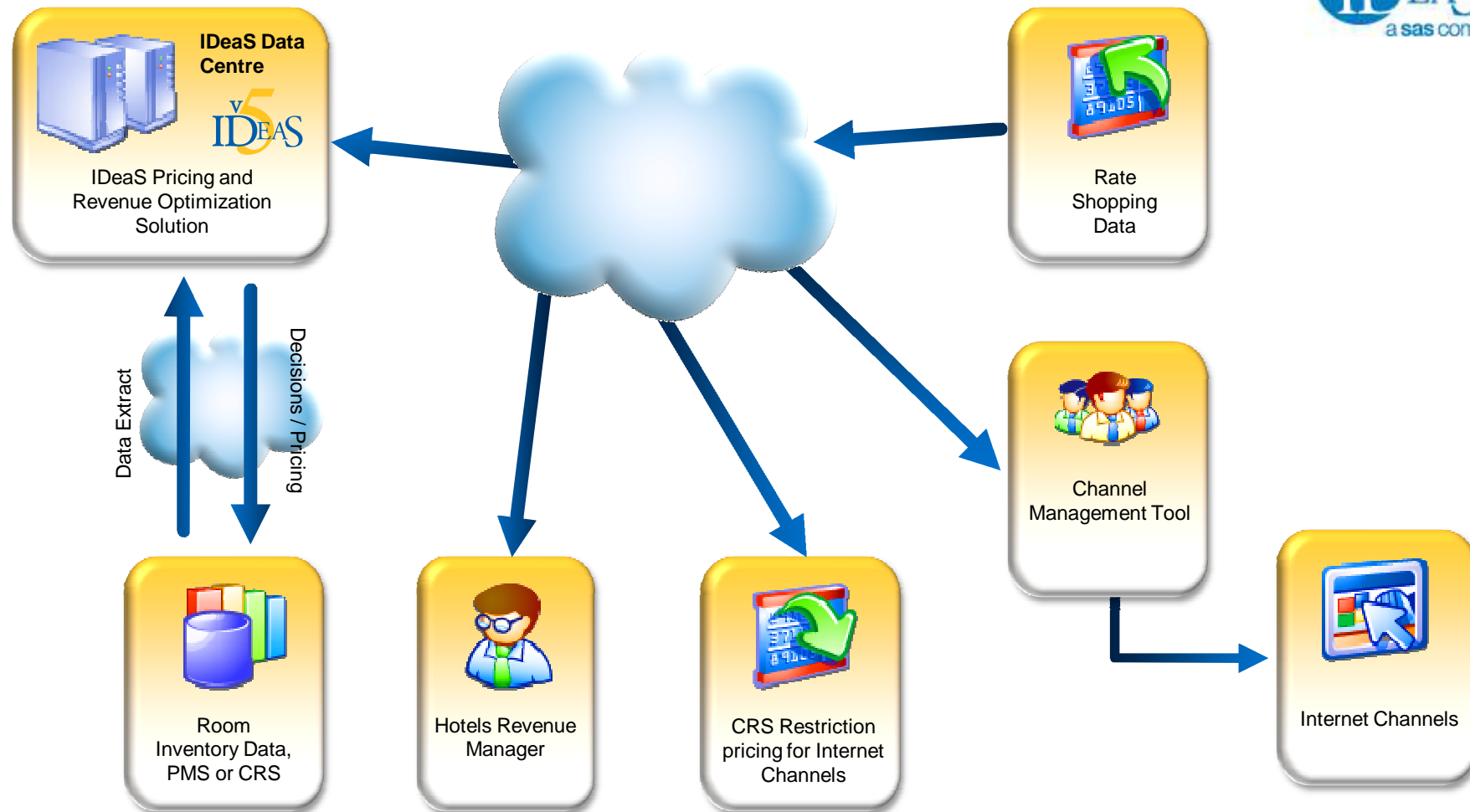
Process



the PRICE is Right



Managing and Controlling Distribution Channels



Technology



32 GB - £42

Complexity / Speed

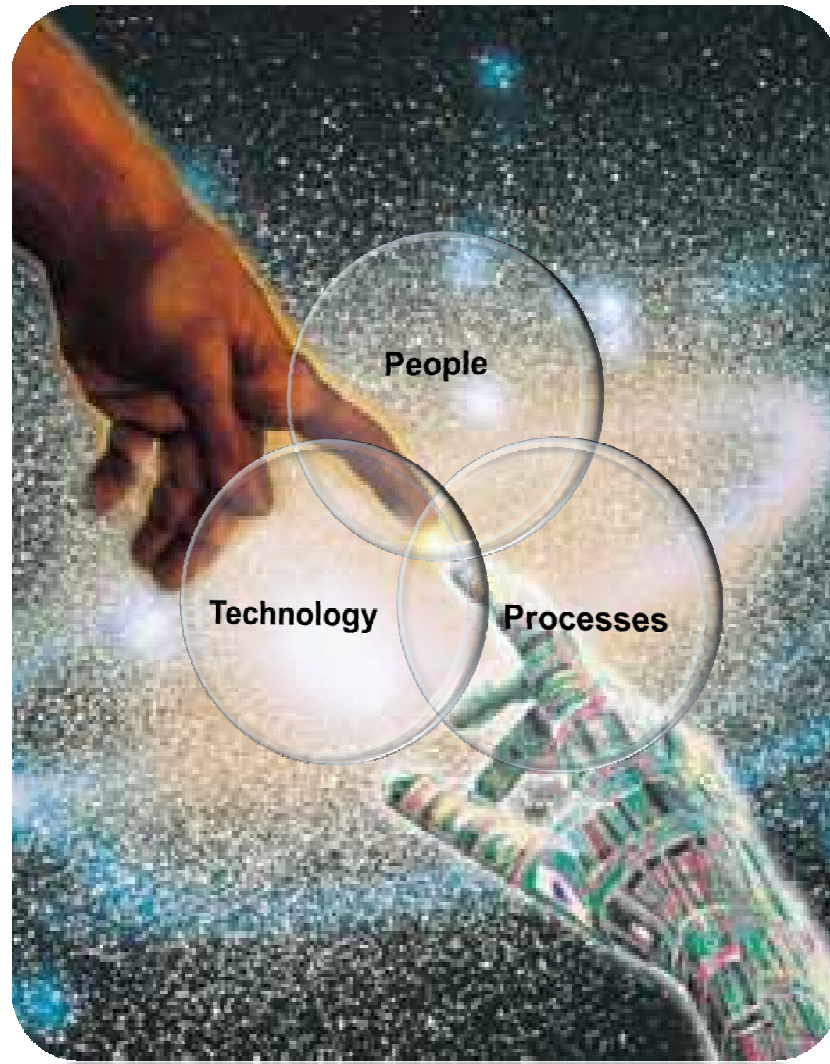


**“A sub-optimal decision in time
is better than an optimal decision too late.”**

- Ravi Mehrotra, President and Founder of IDEaS



Total Optimization



Convergence of Data, Analytics and Systems



DATA

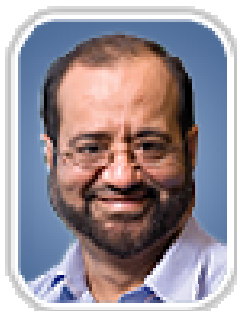


PREDICTIVE ANALYTICS

Organizational Challenges



- Counter-intuitive
- Data availability
- New business practices
- New technologies
- Unlimited potential



“Optimal is possible!”

Ravi Mehrotra, IDEaS



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Thank You

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Cheryl Hawksworth – Sales Manager
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