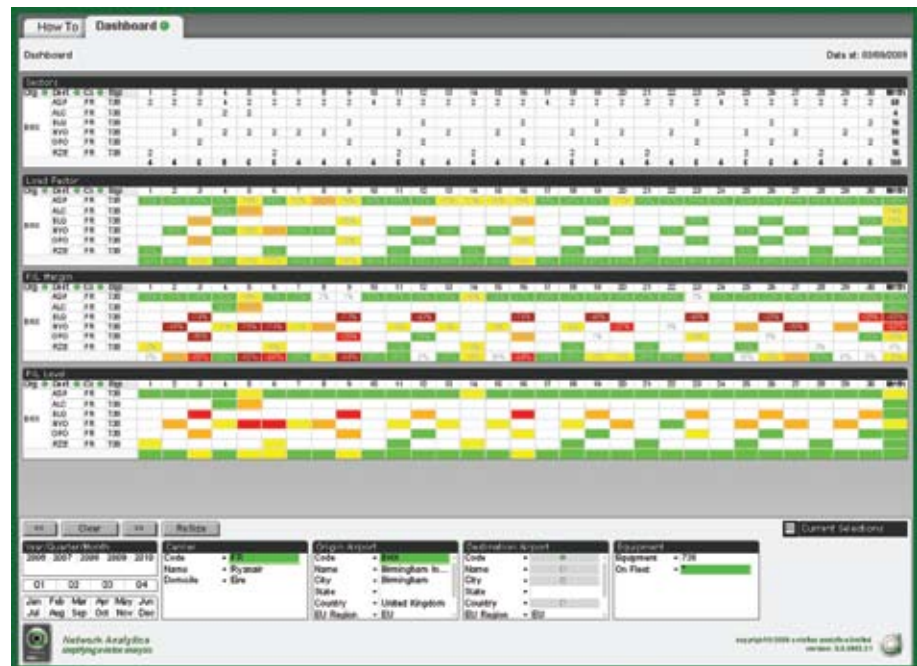


Why settle for half the picture...

Network Analytics the essential route performance guide

Network Analytics is a service offered to airports by Aviation Analytics which aims to provide network managers with insights into the profitability of the airport's network. The service combines enplanement, fare, route economics and schedules data in a software application that is simple to use, visual and interactive. Below are some example screenshots showing how the system presents to the user.

Airports need to get closer to their client airlines not least to better understand the value they offer – a prerequisite for any successful business relationship. Currently, airports only see their enplanements but, as we know, flights can operate with seemingly good load factors but still lose money if the yield is too low. With the recent advent of accurate fare data Network Analytics can now bridge the data gap and gives airport management a complete perspective on the commercial performance of its network.



The output reports can be customised to the individual user's requirements and can show detail down to flight level if the passenger enplanement data can be supplied. A monthly overview at route and network level can also be provided.

A subscription to this service automatically includes a copy of our Route Economics Software **Route Analytics** which is an invaluable tool in understanding airline costs when researching and presenting new opportunities.

...when you can have the complete view?



network analytics - key benefits

Protecting your Assets

An airport's primary asset is its route network. Airline routes deliver passengers and passengers contribute revenue to the airport. This revenue has traditionally been through passenger fees but nowadays is becoming more and more driven by ancillary sources such as car parking, duty free and concessions. Any route or base withdrawal is therefore potentially disastrous to the airport.

Airlines are becoming more and more aggressive in demanding charges reductions, (or in some cases even elimination!) citing poorly performing routes. The airport until now has had no real way of verifying whether or not these claims are true and is largely blind in negotiations relying solely on the word of the airline. With Network Analytics this need no longer be the case!

Understand Your Routes

The airport can have a continual "heads-up" on the performance of its route network, by day, month or year. Identify which routes are the "high flyers", see which ones are struggling and establish the overall effect on the airline base.

Advanced Warning of Problems

Our colour coded route performance charts allow you to immediately focus in on any routes which are seriously under performing, and where this may affect the base gives you as much time as possible to take pro-active measures, be this a pre-emptive meeting with the airline, targeted support or even consideration of possible replacements well in advance.

Negotiate with Confidence

No longer rely on what the airline is telling you, the intelligence which you can now have will enable you to assess whether any airline demands for incentives or reductions in fees are realistic and sustainable. It may be that incentives can be targeted at the routes that really need them and that marketing support, rather than a charges reduction, is a better course of action. This could save the airport a considerable sum in the long run.

Target Star Performers

On a more positive note, see which routes can benefit from a frequency or capacity increase and potentially bring forward your route network development.

Every airport can benefit from this product so don't delay, contact us today and improve your market intelligence!

Aviation Analytics is a leading supplier of data and software products to the aviation industry. Together with its consulting arm, AMC Analytics the company provides its customers with the most robust and relevant data and advice to tackle their business challenges enabling them to realise real added-value and competitive advantage.

Our team have extensive experience working with airline schedules, O&D traffic, fares, fleet and financial data. Our products share a common platform using the state-of-the-art QlikView product, allowing for a seamless interface for all your data and a very intuitive and simple-to-use Graphical User Interface.

Our consultancy arm, AMC Analytics specialises in airport network development, including advising on and researching new market opportunities and growth strategies. We provide an outsourced route development analysis service allowing managers of small and medium sized airports to focus on marketing and building relationships with their customers.

Data Products

- Fare Observation
- Schedules
- Passenger data including MIDT & AirportIS
- Survey Data
- Airport Charges (coming soon)
- Airport Cockpit

Software Products

- Route Analytics (Route Economics)
- Network Analytics (Profitability Guide)

Consultancy Products

- Route Studies
- Business Cases
- Network Development Report
- Market Reaction Analysis
- Network Profitability Analysis
- Airport Commercial Appraisal
- Outsourced Route Development



simplifying aviation analysis

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