

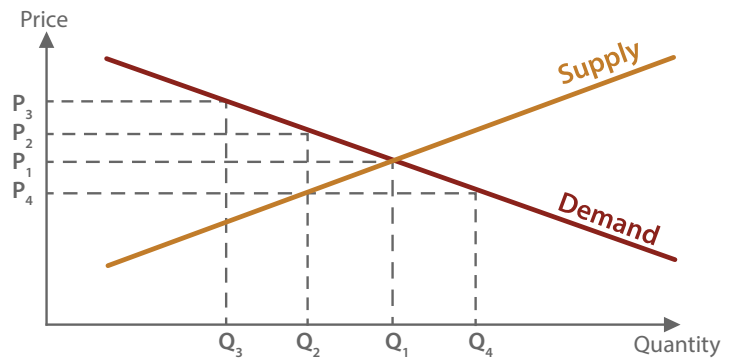
# RM100 | The Start of Great Revenue Management

Airline executives often recognize the value of a revenue management system, but it is frequently seen as a blackbox by airline management and staff. Without enough talent, resources, and support behind complex RM systems, airlines frequently fail to receive any benefit when these systems fall apart due to lack of maintenance and calibration.<sup>1</sup>

ICF has identified such problems first hand while working with small and mid-size airlines, and we realized that a transformation to the field of revenue management was desperately needed. After years of cutting-edge research and development, we have built a self-sustained, flight-profile based system called RM100. It is the first-ever revenue management system in the market that is specifically designed to address the problems of small to mid-size carriers. It demystifies the mysteries of and provides the platform for great revenue management.

RM100 delivers more benefit, both short- and long-term, than any other RM offering in the market:

- Designed to deliver immediate value “out of the box”
- Enables smaller and focused carriers to actually capture the RM gains other systems can only talk about
- Competitively priced on an annual PB basis
- Sits in a continuum of RM products for easy evolution over time



Key concept of RM: Multiple price points can extract more revenues

Global list of RM System and Consulting clients shows extensive expertise, across markets, countries, and continents.

- |                     |                       |                      |
|---------------------|-----------------------|----------------------|
| 1. Frontier Arlns.  | 20. Air Namibia       |                      |
| 2. Unisys           | 21. Air Botswana      |                      |
| 3. Midwest Arlns.   | 22. Precision Air     |                      |
| 4. MAXjet           | 23. Air Seychelles    |                      |
| 5. Hawaiian Arlns.  | 24. Yemenia           |                      |
| 6. Aviacsa Arlns.   | 25. El Al             |                      |
| 7. Copa Air         | 26. Tarom             |                      |
| 8. Insel Air        | 27. LOT               |                      |
| 9. Surinam Airwvs.  | 28. Nextjet           |                      |
| 10. Conviasa Arlns. | 29. Finncomm Arlns.   | 39. Uzbek Airwvs.    |
| 11. Sky Airline     | 30. S7 Airlines       | 40. DonbassAero      |
| 12. Skyways         | 31. Czech Arlns.      | 41. Aeroflot         |
| 13. Sita            | 32. Carpatair         | 42. Transaero        |
| 14. Lufthansa       | 33. AeroSvit          | 43. GMG              |
| 15. Luxair          | 34. Royal Jordanian   | 44. Air Sahara       |
| 16. Corsair-fly     | 35. Oman Air          | 45. Singapore Arlns. |
| 17. Malev           | 36. Gulf Air          | 46. Cebu Pacific     |
| 18. Airmalata       | 37. Azerbaijan Arlns. | 47. Qantas           |
| 19. TAAG Arlns.     | 38. Ukraine Intl.     | 48. Air Tahiti       |
|                     |                       | 49. Miat Arlns.      |
|                     |                       | 50. Yakutia          |
|                     |                       | 51. Vladivostok Air  |



ICF's Aviation Decision Support provides well-established Revenue Management and Network Planning optimization systems as well as extensive consulting expertise.

<sup>1</sup> For further details: "Revenue Management in Volatile Environments", Jain H., AGIFORS Revenue Management Study Group Conference, May 2-4, 2013, Miami, USA.

## RM100 stands out due to its following unique features:

- Powerful and intuitive forecasting methods reinforce flight controllers' market knowledge
- Easy-to-use interface requires less training
- Customization allows advanced control of atypical flights
- Safety features reduce revenue risk
- Structured to develop and train staff on a strong RM mindset
- Powerful reporting and analysis

As an airline grows, RM100 can seamlessly transition into a more advanced system, adding the power of algorithmic optimization. Our experience building and installing RM systems for more than 20 years means that airlines can confidently plan on system continuity. RM100 shares a common core with the rest of the ICF RMS suite (RM500, RM750), so upgrading does not require a change of system. The RM100 database can easily expand to capture reservations data for forecasting, letting airlines upgrade whenever they are ready. The same system and database can ultimately deliver ICF's newest hybrid forecasting and optimization capabilities, which is state of the art in leg/segment RM for "fare families" and multiple customer types/PNR-based forecasting in our next release.



Key features and screens of RM100

## Aviation: Experts in The Business of Flight

*Delivering the comprehensive services, thought leadership, and subject matter expertise that stakeholders in all aspects of aviation need to navigate a complex and evolving aviation industry.*

A trusted advisor, ICF provides objective and independent regulatory, technical, financial, and commercial guidance to aviation clients, including airlines, airports, financial institutions, manufacturers, governments, agencies, VIPs, and heads of state. From our offices in North America, Europe, and Asia, we help aviation clients manage their assets and operations, mitigate risk, and maximize return on investment.

**Experience, Depth, Value**—Our multidisciplinary teams include former airline and airport executives, maintenance and operations specialists, financial analysts, and other aviation experts offering highly specialized skills in aviation fundamentals. The depth of our experience is built from a proven 50-year track record that includes thousands of client engagements.

**The Tools to Compete**—ICF has developed proprietary databases and analytic decision-support tools that help aviation clients better understand and manage fleets, route networks, pricing, passenger trends, energy efficiency, environmental compliance, and bottom-line impact.

**Aviation from All Angles**—ICF delivers proven analytics, tools, and expertise in all areas of aviation. Our services include:

- Fleet and network planning
- Alliances/CodeShare/SPAs diagnostic
- Pricing and revenue management consultancy
- Ancillary revenue growth
- FFP/Loyalty schemes
- OTP improvement
- Turn around time optimization
- Crew productivity improvement
- Business planning
- Cargo growth

For more information on RM100, and ICF's other Decision Support products and services, please contact: **Himanshu Jain** at **+1.617.218.3537** or email **himanshu.jain@icfi.com**

[icfi.com/aviation](http://icfi.com/aviation)

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