



IBERIA GOES LIVE WITH ACCELYA'S REVENUE MANAGEMENT AND DATA VISUALIZATION

- New data sources and dynamic actions enable the airline to make better pricing decisions; automation boosts productivity.

BARCELONA, Spain – November 18, 2021 – [Accelya](#), a leading global provider of technology solutions to the air transport industry, today announced that Spain's flag carrier, Iberia, has chosen Accelya's Revenue Management and Data Visualization (airRM) to drive optimized pricing decisions and enhanced market responsiveness.

Already a proven Revenue Management solution for the LCC and Hybrid market, airRM is providing Iberia with an alternative approach to traditional forecasting methods. It easily ingests new data sources and provides increased analyst flexibility supporting airlines to better react to volatile market conditions. Using airRM's new automation functionality and aggregated dashboard views, Iberia saw an increase in productivity within the first month of operation.

The changing nature of the travel industry and COVID-19 disruption has undermined the effectiveness of historical data, which is the backbone of traditional Revenue Management. Accelya enhanced its Revenue Management capabilities to meet this transformed need of today's airlines, making it the preferred choice for Iberia.

The system consumes data from a plethora of unique sources, including real-time competitor insights, and provides dynamic actions for quicker response times. As an example, Iberia can now dynamically adjust inventory across thousands of flights simultaneously with powerful non-forecast automation tools which reduce reliance on manual processes.

"We chose Accelya's Revenue Management suite, because it provides us with unique tools to help us overcome some serious challenges to our profitability" **said Beatriz Guillén de Vázquez, Revenue Management Director at Iberia.** *"Real-time competitor insights and dynamic inventory controls are critical ingredients to our on-going success."*

"We have seen significant interest in Accelya's Revenue Management system from airlines with a wide range of business models as they look for a fresh approach to traditional forecasting," **said James Fernandez, Chief Commercial Officer, Accelya.** *"This demonstrates our continual commitment to supporting airlines recovery to profitability through the application of world class know-how and software. We are absolutely delighted to be working with Iberia to supplement existing processes to enhance their flexibility and responsiveness."*

Iberia went live with Accelya's Revenue Management system in April 2021. In phase two of the project, Iberia will be able to dynamically adjust bid prices to automatically override suboptimum pricing recommendations from traditional revenue management processes. Today, Accelya's Revenue Management system is used by more than 80 airlines around the world spanning traditional network carriers, low cost and hybrid models, and a growing number of start-ups.

About Accelya

Accelya is a leading global technology and service provider to the air transport industry.

Accelya's market-leading passenger cargo, and industry platforms support airline retailing from offer to settlement.

The company has over 250 airline customers and operations spread across nine countries, employing over 2,000 professionals worldwide.

For more than 40 years Accelya has been the industry's partner for change, simplifying airline financial and commercial processes.

Whether partnering with IATA on industry-wide initiatives or creating strategic solutions that simplify airline processes, Accelya drives the airline industry forward and proudly puts control back in the hands of airlines so they can move further, faster.

For more information, please visit www.accelya.com

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