



## ICELAND'S NEWSEST AIRLINE PICKS ACCELYA TO OPTIMIZE REVENUES

**MADRID, Spain – December 16, 2021:** Accelya, a leading global provider of technology solutions to the travel industry, has today announced that Iceland's newest airline PLAY, has selected Accelya's Revenue Management (airRM) and Data Visualization within the FLX Platform.

The solution will enable the new airline entrant to make more profitable decisions and better respond to changing market conditions.

More than 80 of the world's most successful airlines rely on the Accelya revenue management solution to optimize revenue. It enables airlines to quickly identify sales opportunities, closely control pricing, and constantly review the competitive environment for total revenue performance.

Continued investment in the solution provides Play with a host of new functionality:

- Ground-breaking tools for integrating and displaying business-critical data from multiple sources
- Contemporary tools and intuitive flight displays allow users to quickly understand and respond to trading outliers
- Easily programmable algorithms allow automated responses to a multitude of different trading scenarios
- Competitive fare influenced optimization interprets pricing data to instantly respond to the changing competitor landscape
- Selectable mathematical clustering models based on blended trading data, enabling the system to highlight or automatically influence trading price

*"Uncertain trading conditions have long been a significant challenge for airline commerce executives. Starting an airline at the tail-end of a pandemic is not for the faint-hearted," said **Martin Gibbings, Senior Director of Account Management & Sales at Accelya.** "However, we are confident that the superior functionality of Accelya Revenue Management will enable PLAY to optimize revenues, setting them off on a path to success. We wish the team all the best in their exciting endeavor!"*

*"Given the current operating environment, we spent extra time reviewing our commercial system possibilities and were particularly mindful that Revenue Management systems were developing even faster to respond to changes in demand", said **Sonja Arnórsdóttir, Director of Revenue***

**Management at Play.** *“Because of the functionality, expert support, system flexibility and regular updates of concepts and functions, we selected Accelya.”*

### **About PLAY**

PLAY is a new low-cost airline operating flights between Iceland and Europe. PLAY offers low-cost flights and a safe and pleasant journey in our new and comfortable Airbus aircraft. At PLAY, safety is the name of the game. Our other core values are on-time performance, simplicity, happiness, low prices, and safety. Yes, we said safety twice because that’s how we play it.

[www.flyplay.com](http://www.flyplay.com)

### **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](http://www.accelya.com)

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