



Your Airline Product  
The way you want to sell it  
The way your customers want to buy it

## Flight Merchandising just got a whole lot easier

You've completed the analysis, the market research, and the focus groups. You have identified what changes to your product offering will bring the most benefit to your bottom line. Perhaps your 'Merchandising To-Do-List' includes things like:

- Unbundled content for maximum revenue per flight.
- Unique and customized content for high yield customers.
- Discounts or 'opt-outs' to incentivize desired traveler behaviors and efficiencies.
- New product bundles that will redefine and strengthen your Loyalty Programs, and differentiate your airline from all the rest.

But there's a catch: how will you implement quickly, smoothly, and across multiple sales channels? How will you avoid a costly and never-ending IT project?

Enter **FMS<sup>2</sup>**, a new and highly flexible merchandising solution from Farelogix.

FMS<sup>2</sup> allows for storage, customization and display of private fares, including unique customized fares that do not require traditional fare filing. With limitless choices of flight components and attributes, and dynamic rules for product customization by traveler/corporation, FMS<sup>2</sup> puts you squarely in control of how your product is defined and sold.

**FMS<sup>2</sup>**  
Fare Management System

Powered by  **FARELOGIX**

# The flexibility you need for your merchandising implementation.

Using FMS2, flight merchandising offerings are easily constructed using a graphical tree structure, allowing the user to organize parameters and rules around specific fare classes as well as other criteria (such as frequent traveler identity). Items can be used in any combination to allow for maximum flexibility. Data can be entered using the GUI or imported from outside sources.

AA Merchandizing

Markets

MIA - DFW

SuperSaver

- 20.00 discount per OD on any fare
- Meal Voucher +5.00 tax per flight
- Drink Voucher +4.00 tax per flight
- Seat Reservation +10.00 surcharge per OD
- Baggage 1PC

Economy

- 10.00 discount per OD on any fare
- Meal Voucher +5.00 tax per flight
- Drink Voucher +4.00 tax per flight
- Seat Reservation 0 surcharge per OD
- Baggage 1PC +10.00 tax per OD

EconomyPlus

- 10.00 discount per OD on any fare
- Meal Voucher +5.00 tax per flight
- Drink Voucher +4.00 tax per flight
- Seat Reservation 0 surcharge per OD
- Baggage 1PC 0 surcharge per OD
- Extended TTL +50.00 add on ticket

Optional Services

- Price
- Flight Service
- Other Service
- Seat Reservation
- Baggage Allowance
- Rule Buster
- Merchandise
- Rules and Restrictions

Contract

Fare Brand	EconomyPlus
Comments	Includes seat rese...
Node Label	
Loyalty Status	<input type="checkbox"/> EXP <input type="checkbox"/> PLT <input type="checkbox"/> GLD <input type="checkbox"/> ADV

Fare Brand

Name of fare brand to be created for these services. Leave empty if services are not to

Linked to server localhost:8805 (user=admin database=Test.db.xml)

## Product Highlights

- Limitless flight components (e.g. flight number, city-pair, equipment type, seat type, etc.)
- Capability to define key flight attributes (e.g. seat assignments, seat map display with prices, baggage, meals, etc.)
- Dynamic rules for unlimited content control by corporate or frequent flyer number/level.
- Robust pricing engine for real time calculation of adjusted prices based on airline merchandising parameters.
- Fully integrated with separate E-FLX™ module for issuance and storage of Electronic Miscellaneous Documents (EMD's).

## API for Seamless GUI integration

- FMS2 includes an XML API that can be readily integrated with your airline website or other point of sale application – ensuring that flight merchandising and customization options are presented to the user at appropriate points during the purchase and itinerary review process.
- In addition, FMS2 is fully integrated with the Farelogix Hawkeye™ open source point of sale application, scheduled for first public download March 26, 2009.

For more information:  
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