



## The market's most advanced Competitive Web Fare Data

- a complete map of lowest available web fares per departure flight, and steering of these fares for more powerful pricing decisions.
- the industry's most respectful data collection  
– “The Infare way of searching”.
- the market's most comprehensive and best validated web fare data.



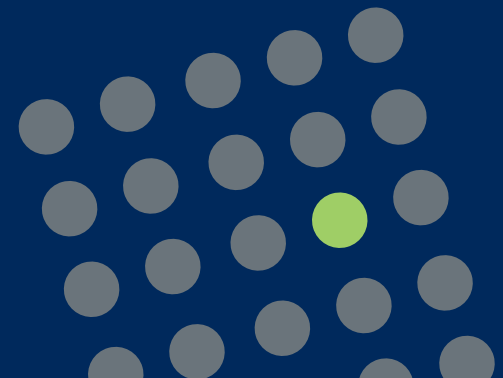
# The ever increasing price competition...

In today's airline industry, even the most experienced revenue managers and pricing analysts are being challenged by the increasing need to monitor web-fares as the share of online booking increases rapidly and many fares are not published through the traditional channels.

Airlines can simply no longer afford not to monitor competitor fares around the world, compare these with their own offerings and adjust the fare structures accordingly. Immediate and accurate information on a global basis translates into a competitive advantage.

Infare provides a better understanding of web fares and an accurate picture of the competitive market.

Regular fare data collection with identical search patterns provides the basis for fare intelligence for additional analysis and proactive decisions by decoding the competition's steering policy.



# How can Infare translate into higher revenue?

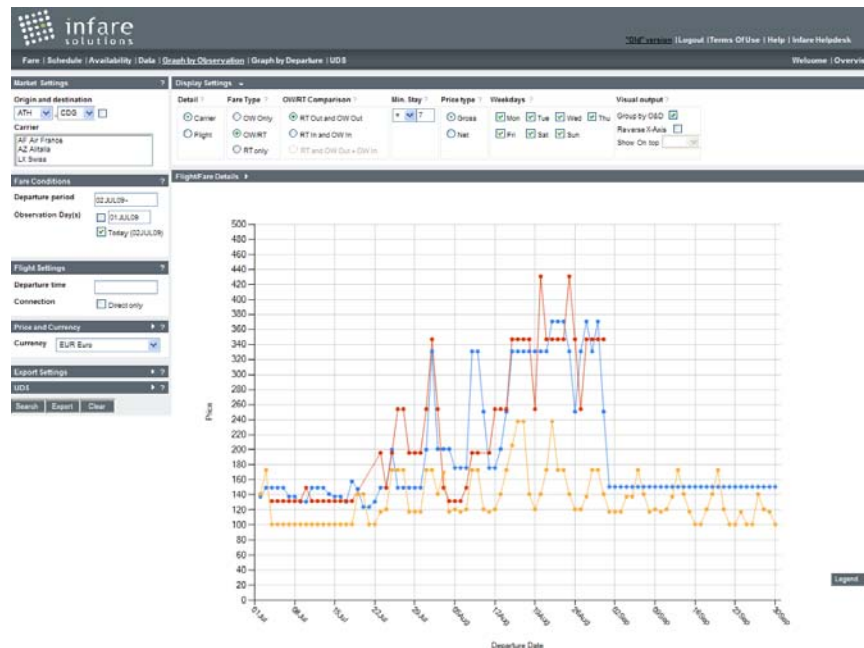
Infare searches and collects fare information in exactly the same way every day on every airline on every O&D. This makes it possible to make meaningful analyses of your competitor's pricing strategies and fare availability up until departure.

Additionally, this information provides:

- Better forecasting.
- Advance purchase rules per lowest available fare, flight number and weekday.
- Analysis of the fare development for individual departures.

- Equal comparison across carrier O&D's.
- Trend identification, i.e. is a carrier becoming more or less competitive relative to the previous month and/or years.
- Qualified data for various KPI reports.

Infare gives a competitive edge, enabling proactive rather than reactive decision making.



# What data does Infare supply?

## Infare supply reliable, consistent fare data:

- Lowest available fare per departure day combination (90 days forward, RT7 – 7 day minimum stay and OW) collected daily.
- The split of the outbound and inbound components of a RT fare makes it comparable with a OW fare.
- When a booking engine does not support this, RT fares are divided by 2 in order to compare RT with OW.
- Gross and net fares are collected.
- Business fares (available on request).
- Point of Sale (POS) specific searches.

## Powerful and effective validation of fare data

Infare validates collected data on more than 20 separate criteria and an observed price record must be complete on all points to be valid. Examples of validation are realistic price and tax range, currency of origin, realistic O&D combination and real airport, airline and POS code. Validation criteria are adjusted individually per carrier O&D when needed.

Our philosophy is to stop data in validation, rather than to deliver incorrect data. Invalid data files are analyzed daily and robots are re-run when any inconsistency is identified.

# Infare Data Feed System

Infare Knowledge fare data can easily be integrated in all commonly used revenue management and pricing systems.

# Gentle searches – “The Infare Way of Searching”

Searching fare data is costly for most airlines and it interferes with the airline’s customers, who experience higher response times. Infare has developed a search pattern that minimizes the disadvantages for the airlines.

Infare search once pr. O&D and only in off-peak hours, reducing the cost for airlines as much as possible.

If two or more airlines request the same data Infare requests the data only once from the booking engine.

Infare Knowledge monitors the response time of all booking engines to avoid creating too much traffic or affect the availability for other users of the booking site.

Infare search publicly available information only and always pursue cooperation with the airline to make searching as seamless as possible.

Infare support web service-API data collections.

The screenshot displays the Infare Knowledge search results for the route DEL-MXP-LIN-LHR. The interface includes a search bar with the route entered, a 'Search' button, and a 'Clear' button. Below the search bar, there are sections for 'Market Settings', 'Flight Settings', and 'Flightfare Details'. The 'Flightfare Details' section shows a table of flight options with columns for 'Carrier', 'FlightNo', 'Crew', 'Class', 'Status', 'Fare Basis', 'Total Fare', 'Net Fare', and 'Tax & Fee'. The table is color-coded to indicate the status of each flight option. A legend on the right side of the table explains the color coding: green for 'Observed within 28 days of departure', yellow for 'Observed within 29 and 80 days of departure', red for 'Fare data not observed with this flight, but seen with lower price elsewhere', and white for 'Fare data never observed with this flight'. The table shows several flight options with their respective fares and taxes.

This screenshot shows the Infare Knowledge search results for the route DEL-MXP-LIN-LHR, similar to the previous screenshot. It includes the same search bar and settings. The 'Flightfare Details' section displays a table of flight options. A legend on the right side of the table explains the color coding: green for 'Observed within 28 days of departure', yellow for 'Observed within 29 and 80 days of departure', red for 'Fare data not observed with this flight, but seen with lower price elsewhere', and white for 'Fare data never observed with this flight'. The table shows several flight options with their respective fares and taxes.

# About Infare

Infare Solutions supply fare data to the largest airlines as well as to smaller airlines in all parts of the world.

## **Please contact us:**

**Infare Solutions A/S**  
Groennegade 18, 1st floor  
DK-1107 Copenhagen K  
Phone: +45 3336 2525  
Mail: [info@infare.com](mailto:info@infare.com)  
**[www.infare.com](http://www.infare.com)**