

## Market Intelligence

# A Crucial Tool for Success

### South African Airways Expands Strategic Use of Market Intelligence Products

A great example of how valuable the right marketing intelligence can be for an airline is South African Airways (SAA).

After using Shepherd System's services for less than a year, SAA was so pleased with the results that they decided to significantly upgrade and expand their product and service utilization. SAA not only doubled the number of marketing intelligence users; but also migrated to a more comprehensive product that provided even more detailed information.

SAA chose Shepherd Systems as their market intelligence partner because, according to Mike Bond, executive manager of Strategy and Planning at SAA, "With Shepherd's product we were able to analyze MIDT to immediately determine market position and penetration versus competitors, spot and seize upon future booking trends, and identify markets with the greatest potential for incremental revenue."

**Market intelligence is one of the most powerful tools in the arsenal of today's business executives. Through the use of technology, previously unmanageable volumes of data can be sorted, sifted, parsed and analyzed until recognizable trends emerge. Heretofore hidden information, information upon which competitive advantage can be built and exploited, is revealed.**

Today's market intelligence tools can project, with a good degree of accuracy, where a company is headed. Managers can perform 'what if?' analyses to steer the corporation toward its objectives. Truly successful companies will harness this power to anticipate market movements and adjust to them before the competition understands what is happening and reacts. Imagine the benefits to be gained by proactively adjusting pricing tactics or supply-chain operations to match expected market demands.

Retail is an industry that has leveraged market intelligence significantly. The largest and most successful of the major retailers have realized its importance, and continuously upgrade their market intelligence, gathering and analysis capabilities. By capturing all the data from every transaction at the point of purchase, transmitting that data to a central processing location, aggregating that data, and using powerful software tools to analyze it, the most profitable retailers know how many units, and at what price points, each of their hundreds of thousands of products will be sold in their stores each day.

One does not need to be a retail giant to afford real, actionable market intelligence. The worldwide airline industry is fortunate in that it has access to market data which is almost unparalleled in its detail and volume. This data can be collected from multiple sources such as the airlines themselves, distribution partners and other industry providers. With this data available, why wouldn't airlines avail themselves of the predictive powers of market intelligence? Due to the fact that one can pick and choose data sources, geographic regions and historical lengths of time, all sizes and types of airlines can afford to purchase market intelligence that is specific to their needs.

With the difference between profit and loss literally coming down to a point or two of margin, airlines can't afford any missteps. Neither can they afford to miss any revenue opportunities. With ever fewer sales people actually on the ground, the market intelligence that used to come through the human channel is disappearing. Meanwhile, the data collected from booking, ticketing and flight information continues to be entered

from thousands of desktops globally. All of this data resides in electronic format, just waiting to be analyzed and to give up its secrets about the future.

Shepherd Systems is the world leader in providing market intelligence systems to the travel industry, serving more than 60 of the world's leading airlines and top travel agency consortia worldwide. By deploying a multi-tiered product architecture, Shepherd is able to deliver exactly the right level of capability to fit the needs and budgets of all airlines.

Shepherd has developed a data processing platform that can merge and tailor numerous sources of market data to the specific business and analytical needs of its customers.

To unlock the commercial value of the data, Shepherd provides a variety of analytical software products which range from entry-level offerings to highly sophisticated tools that meet the needs of major global carriers.

The processed market data can be delivered directly to an airline for integration into its own analysis systems, or it can be accessed anywhere in the world via an Application Service Provider (ASP) model which eliminates the need for new hardware purchases, development resources and system implementations. Market intelligence generated by Shepherd can be configured for daily, weekly and/or monthly delivery.

Shepherd provides a no cost revenue benefit analysis to airlines to help them understand the power of this data. Shepherd's sales support personnel will determine data requirements, propose an appropriate product and demonstrate how the resulting market intelligence can be deployed to create a competitive advantage.

**To learn more about how Shepherd can provide affordable, state-of-the-art market intelligence customized to meet your specific needs, please visit us at [www.shepsys.com](http://www.shepsys.com), or call 941-747-5007 to speak with one of our consultants.**



**Q** Who will benefit from controllable business intelligence?

**A** Any commercial airline seeking marketing opportunities.

**Q** How controllable is the data?

**A** Just about unlimited - including by timeframe, market and level of management.

- Networks
- Planning
- Revenues
- Yields
- Scheduling
- Sales
- Marketing

**Business Intelligence made controllable**



**SHEPHERD**  
BUSINESS INTELLIGENCE  
A GENDANT COMPANY

FOR MORE ANSWERS CALL +1 941 747-5007 OR VISIT US ON THE WEB AT [WWW.SHEPSYS.COM](http://WWW.SHEPSYS.COM)

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