

WNS

Extending Your Enterprise



WNS COMMERCIAL PLANNING SUITE

A Unified Analytics Platform
for Smarter Planning and
Decision-making

An Insight-driven Journey toward Commercial Planning

Insights are driving business strategies and decisions today. It has, therefore, become imperative for the travel industry to mine through huge volumes of data from disparate sources and speedily convert them into insights. This is pivotal to unlocking the emerging opportunities in managing revenue generation and leakage, product and service innovation, personalization, customer retention, distribution channels, partners, reputation and feedback. However, a siloed approach of key commercial functions and the lack of an integrated platform to view data and

analytical insights (essential for delivering an optimized outcome), often lead to unsatisfactory results.

So, the need of the hour is a unified, cutting-edge analytics platform that will harmonize data for various commercial functions from different sources (within the industries across geographies) to perform a variety of analyses. Such analyses would be performed on multiple parameters to obtain valuable insights for smarter planning, decision-making and revenue growth.

Key Business Challenges Impacting Revenue Performance



Deluge of data with no single unified platform to integrate the same



Lack of unified insights due to data siloes within different commercial functions



Insufficient analytics and root cause analyses for faster decision-making and innovation



Absence of interactive, intuitive and consistent dashboards across the entire commercial organization

WNS Commercial Planning Suite (CPS)

An Integrated Approach to Innovative and Agile Decision-making

The WNS Commercial Planning Suite is a cloud-based, state-of-the-art decision-support platform that drives actionable insights from disparate sources for various commercial functions (such as revenue management, sales, pricing, network planning, code share and alliances).

WNS CPS adopts an integrated approach to driving higher revenues and efficiency. It is supported by an array of decision-support solutions and data visualization and analytics tools built on a robust data

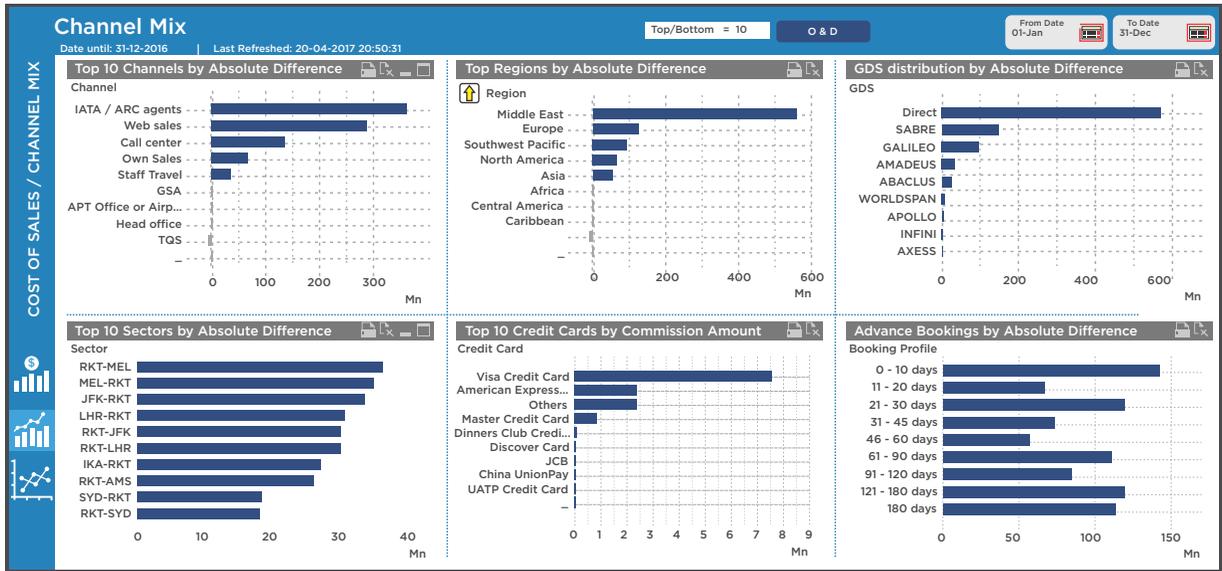
infrastructure platform. The tool offers a unified view across the key commercial areas, enabling trend analyses, root cause analyses and actionable insights. The platform's cloud-based big data repository of revenue, cost of sale and related information, enables quick and high-impact decision-making. WNS CPS can be accessed across devices and multiple geographies. It is mobile-ready and security-enabled to support your entire commercial organization across the globe.



Sample Views

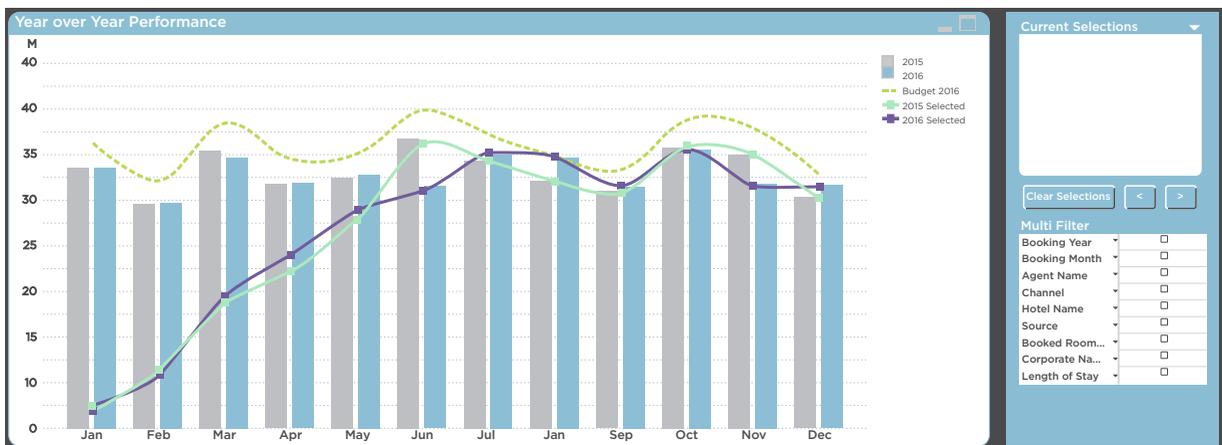
Distribution Channel Insights for Airlines

CPS helps manage the channel mix and craft the right strategy for each distribution channel. This is crucial for enabling airlines to optimize revenues and costs.



Booking Pace Analysis for Hotels

CPS provides actionable insights into the reservation build-up for hotels across attributes, such as room type, segment mix, distribution channel and others.



If You're an Airline

WNS CPS offers the following:

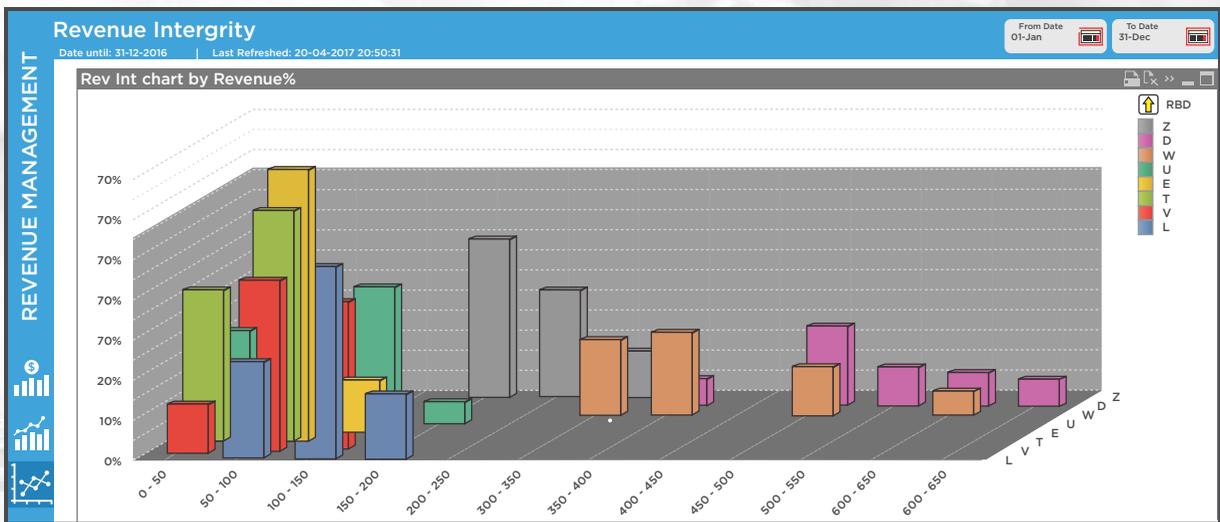
- Views performance and analyzes KPIs across multiple dimensions - distribution channel mix, cost of sale, incentives, point of sale, partner performance, class and segment mix, traffic mix, ancillary revenues and interline agreements
- Consolidates and integrates data from Billing and Settlement Plans (BSPs), Airlines Reporting Corporations (ARCs), Ticket Control Numbers (TCNs), among others
- Drives insights to enable and support key revenue management decisions on pricing, network changes, inventory management, demand analysis, proration agreements and more
- Proactively monitors and analyzes revenue leakage areas and drives agile revenue management



Revenue Integrity Analysis for Airlines

Revenue optimization efforts get undermined due to revenue leakage that happens on account of RBD integrity issues, which is a function of various factors such as special fares, incorrect

mapping, cross-border sales and so on. CPS facilitates a quick root cause analysis to determine the source of leakage and helps address the same.



Sales Velocity for Airlines

CPS provides insights into the sales efforts and its impact on the booking velocity to understand the actions required to achieve the revenue targets or monitor performance of a tactical promotion.



If You're a Hotel

WNS CPS offers the following:

- Views performance and analyzes KPIs across multiple dimensions - average room rate, occupancy, segment mix, distribution channel mix, room type mix, cost of sale, ancillary revenues, incentives, partner performance, top spenders and others
- Consolidates and integrates data from internal systems (PMS, F&B and catering) and from third-party systems
- Drives insights to enable and support key revenue management decisions on pricing, guest life cycle management, personalized guest offerings, upselling opportunities, dynamic management of ancillary revenues, demand analysis, partner agreements and so on
- Proactively monitors and analyzes revenue leakage areas and drives agile revenue management

Key Performance Insights for Hotels

CPS provides a high-level view of a hotel's performance across key attributes, such as room type, length of stay, segment mix and booking profile, with the Click and Drill approach for analysis.



Source vs. Channel Analysis for Hotels

CPS helps offer a clear understanding of the nationality mix across various distribution channels with a view to identify areas of opportunity to improve performance.



CPS Modules

The Building Blocks for Sharper Insights



Sales Analytics

- Sales Performance Analysis
- Point of Sale Analysis
- Agency Performance Analysis
- Distribution Channel Analysis
- Analysis of Key Performance Drivers



Revenue Management Analytics

- Class-mix Analysis
- Traffic-mix Analysis
- Performance Analysis of Self vs. OAL
- Revenue Integrity Analysis
- Trend Analysis
- Route Performance Analysis



Cost of Sale Analyzer

- Distribution Channel Analysis
- Cost of Sale Impact Analysis
- Analysis of Factors impacting the Cost of Sale
- Analysis of Distribution Channel Cost, including PLI



Ancillary Revenue Analyzer

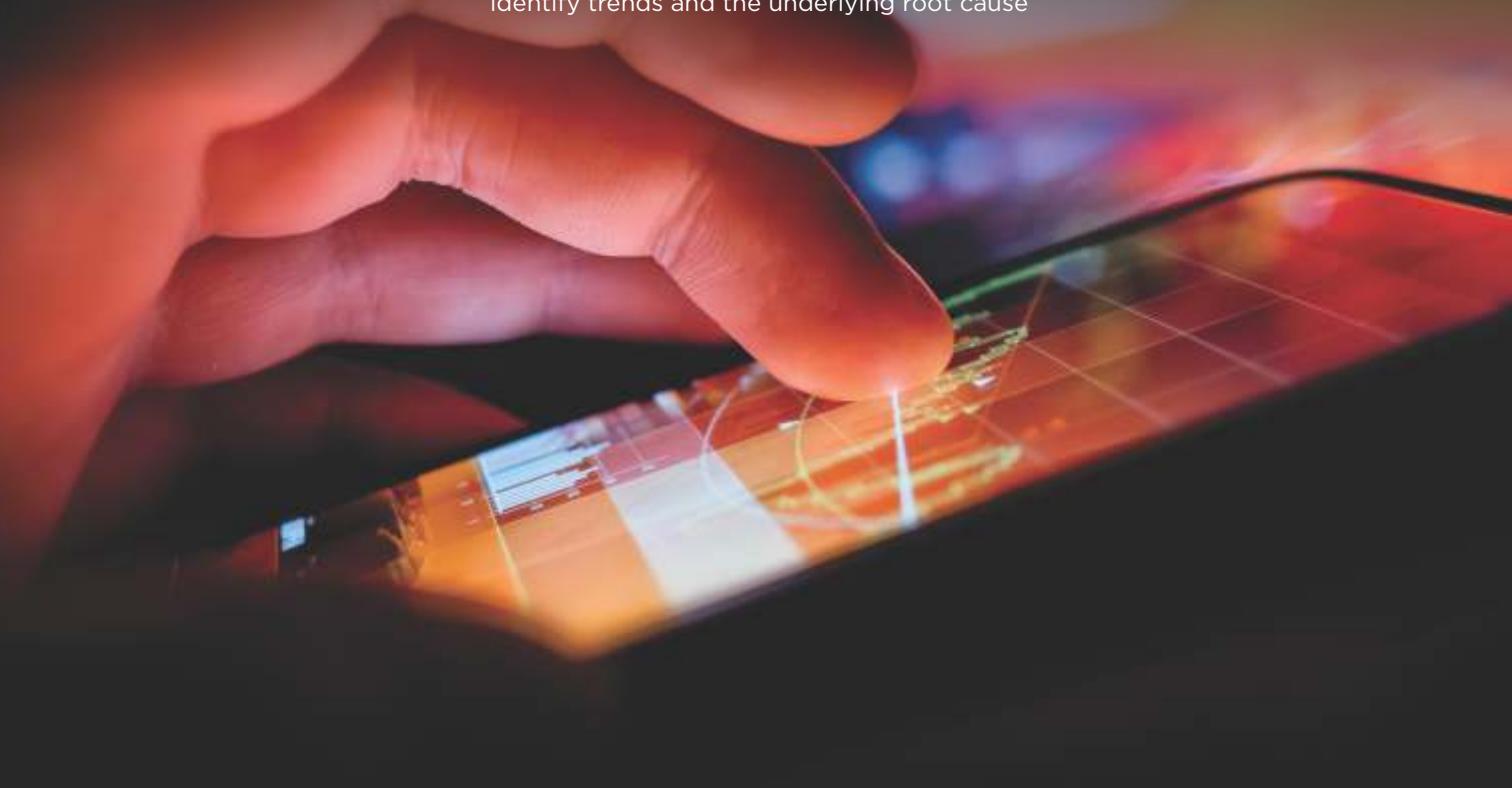
- Analysis of Ancillary Revenue across various Routes / Flights / O&Ds
- Performance Analysis of various POSs on the Ancillary Revenue front
- Trends Analysis for Ancillary Revenue and Opportunities



Market Share Analysis

- Market Share Analysis
- Fair Share Analysis
- Analysis to improve Market Penetration

Analysis and interplay of key attributes across multiple dimensions to accurately identify trends and the underlying root cause



Key Features

Enhancing Usability

Multi-layer Access Control

This feature is enabled through an easy-to-manage administration page that allows the administrator to manage the page sequencing and user creation, and then map the users to their relevant roles and access levels. The access levels help ensure data security.

Click and Switch

This feature enables hassle-free toggling between charts and tables or switching the view from one KPI to another (passenger, revenue and others) with just one click. It also allows easy navigation between modules.

Master Tables

Master Tables can be used for any industry, based on their requirements. For airlines, this feature allows loading of all the key information into tables, which can then be accessed by the tool for accurate reporting without the need to manually change multiple data sets. For example, an airline can add their GDS cost details into the master and the underlying reports, such as 'cost of sale', to automatically pick up the details based on the rules mentioned in the table. This also ensures control of the data and its underlying logic.

Quick Action Features

These features allow the users to:

- Directly e-mail charts to key stakeholders for review
- Export and print data

Click and Drill

This feature offers a simple and seamless way to drill deeper to quickly arrive at the root cause of any shift in performance. It provides an intuitive way to analyze and gather insights across multiple attributes with the ability to easily approach the problem from multiple dimensions and then narrow down to the root cause.

Significance Counter

This feature facilitates easy selection from the list of 'Top / Bottom' performers, who need to be reviewed for further analysis, by simply changing the count in the field appearing on the top.

Easy Filter

This feature helps select and review insights across multiple attributes.

Benefits of the Analytics-driven Decision-support Platform



Seamless Data Integration for Rich Insights

- Seamlessly integrates information flow through a unified platform to ensure reliability, consistency and relevance
- Helps in viewing and understanding the changes across any of the key attributes
- Accurately identifies the root cause of the changes
- Builds complex analytical models for 360-degree insights and accurate decision-making



Reliable Security

- Provides secure access to data, using SSL / HTTPS
- Ensures total data security through enhanced security features for role-based restriction to data
- Creates easy-to-map user roles and access levels to ensure data sanctity across regions
- Allows easy integration with a company's directory services for authentication [using Active Directory Federation Service (ADFS)]



Enhanced Revenues and Profits

- Achieves both revenue creation and revenue protection through an intuitive decision-support system
- Minimizes revenue leakage, improves RBD integrity and forecasting ability
- Cloud-based deployment eliminates capital investment in hardware

**Quick
Implementation**

**Cloud-based
Solution**

**Multi-layer
Access Control**

WNS is a leading global Business Process Management company catering to 300+ global clients by combining operational excellence with deep domain expertise across key industry verticals, including Travel & Leisure. With its rich legacy as a British Airways Captive, WNS is the world's largest specialist travel BPM company providing an end-to-end suite of solutions for the travel industry. WNS is a trusted partner to many leading global airlines, OTAs, TMCs, hotels, cruise liners and car rental companies, delivering solutions for their transactional, transformational and innovative needs. WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, UK and US.



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