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Gaining Speed with Navitaire Rail
A managed service for reservations and distribution





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Today's consumers have a host of travel options, depending on their budget, destination and preferred mode of transport. To successfully compete with these alternatives, passenger rail companies must offer customers convenience, good value for their money, and a consistently superior overall travel experience.

Today's Challenges

For many rail companies achieving a high level of service can be difficult because of their existing reservation and distribution systems. Many of these systems do not support the fast, easy, web-enabled and increasingly mobile shopping and travel experience that consumers expect, nor do they enable rail companies to sell the high-profit ancillary services that consumers increasingly demand. In addition, rail companies' systems often do not integrate easily with critical external partners such as travel agents, tour operators, ticket sellers and other transportation providers, which are critical drivers of rail companies' business.

Complicating matters is the customized, proprietary nature of rail companies' existing reservation and distribution systems which often require substantial, ongoing investments of time and resources to maintain and upgrade. Thus, in addition to serving as an obstacle to greater top-line revenue growth, these systems are adding unnecessary costs to the bottom line.

Faced with these challenges, a growing number of forward-thinking rail companies are turning to Navitaire Rail, an integrated suite of reservation services and capabilities provided by Navitaire. Delivered in a managed services environment, Navitaire Rail can help today's rail companies provide a differentiated and superior customer experience, more fully integrate with travel partners, generate profitable ancillary revenue, and reduce reservation and distribution system maintenance and upgrade costs.

Attract new customers by creating special seating zones and on-board services with Navitaire Rail



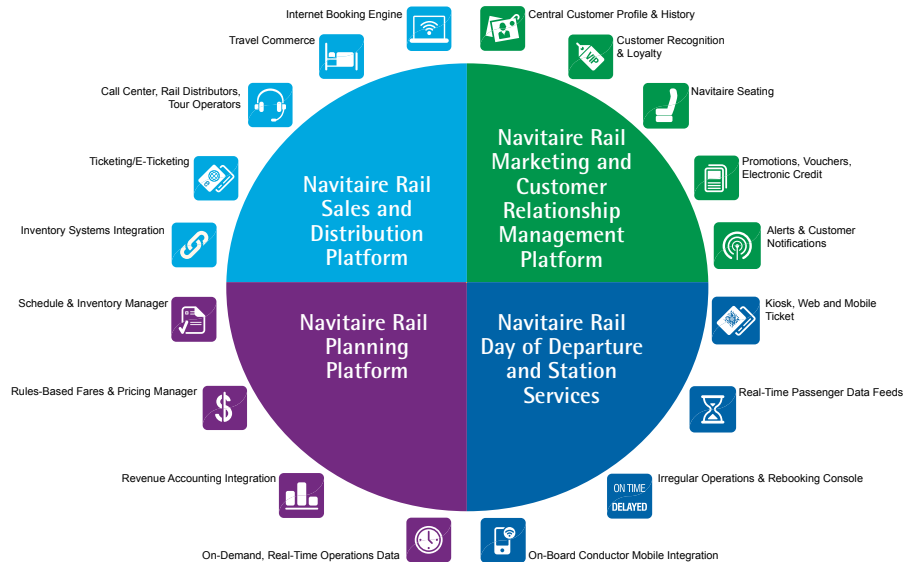


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The Navitaire Rail Integrated Reservation Solution

Navitaire Rail comprises four key areas that, together, add up to a comprehensive reservation solution suite that can substantially boost rail companies' ability to attract and retain customers while helping reduce their overall operating costs.



The Navitaire Rail Marketing and Customer Relationship Management Platform helps rail companies deliver a differentiated customer experience at high levels of efficiency and flexibility. Using this platform, railways can build centralized customer profiles and histories that enable them to provide tailored offers and foster greater customer loyalty. Likewise, Navitaire Rail can help retain that relationship through customer alerts or service notifications or even vouchers to promote new services or assist with service recovery. Rail companies also can use exclusive Navitaire Rail features such as Navitaire Seating to promote physical or marketing seat attributes to customers, as well as create special zones, seats, travel environments and services to cater to passenger market segments.

Customers can plan and purchase complex, multi-mode trips through the railway's platform using the technology of their choosing

Navitaire Rail's Station Services continue to support this superior customer experience once travelers embark upon their journeys. These services enable passengers to purchase tickets and print boarding documents using mobile devices, kiosks, or websites, thus improving service while reducing rail company costs.

Navitaire Rail also helps lay the tracks for smoother, faster and more flexible operations. The Navitaire Rail Planning Platform provides rail companies with on-demand, real-time access to critical operational data and metrics, enabling faster and more efficient business analytics and better decision making. This platform also features leading-edge capabilities for managing fares and pricing with greater flexibility and responsiveness. For example, the Rules-Based Fares and Pricing Manager capability allows rail companies to create or modify fares for any combination of city and station in multiple currencies. Navitaire Rail can also help rail companies configure trains and schedules, perform "what-if" analyses using multiple schedules, synchronize schedules with inventory on demand, create enhanced seat



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Use Navitaire Rail to configure trains and schedules through an easy-to-use Windows-based interface

maps (e.g., for double-decker cars) and support the pre-selling of block space to third parties with negotiated allotments. The end result: a superior customer experience supported by first-class operations.

For leading rail companies, long-term success hinges upon close integration with external partners and systems. The Navitaire Rail Sales and Distribution Platform was built with just this goal in mind. Its strong integration capabilities allow rail companies to connect easily with global distribution and inventory systems, tour operators, and other travel distributors, to engage in intermodal or inter-rail itineraries, and to enable extensive passenger self-service options. Navitaire Rail can enhance travel agency and corporate booking distribution as well, establish and customize agency charges and commissions, and facilitate negotiated allotments and private fares for agencies and tour operators. The solution's Advanced Distribution Controls help rail companies perform real-time fare audits, manage access and pricing via custom rules, journey and segment controls and collect fees automatically. In sum, Navitaire Rail can help rail companies create new offers to address customer and business needs, and strengthen the external partnerships required to get those offers to market quickly and effectively.

At the heart of this powerful Sales and Distribution Platform is Navitaire's Internet Booking Engine (IBE). This cutting-edge system helps rail companies provide cost-effective, customer-friendly online reservation and virtual ticket distribution services, including graphical car and seat maps for all types of trains. The IBE also includes an integrated shopping cart capability that allows the sale of premium seats, meals, on-board entertainment and convenience items, hotel rooms, car rentals, airline reservations and more — all available in multiple languages and smoothly integrated with the rail company's booking process. Navitaire Rail also provides an easy-to-use Management Console to manage currencies, taxes, agents, vouchers, promo codes and more from one screen, as well as quickly set preferences for sales, fares, booking, scheduling and other policies.

Capture new revenues through ancillary services, automatic fee collection, web check-in, online seat selection and more

Perhaps the most valuable feature of Navitaire Rail is its built-in scalability and flexibility. As a managed service, Navitaire Rail can be scaled quickly, according to a railway's needs and growth trajectory. Navitaire Rail's reservation passenger services can be enhanced with off-the-shelf features and it can be paired with Navitaire revenue accounting, loyalty program management, and advanced Data Store solutions. In fact, while some Navitaire clients carry as few as one million passengers and others carry as many as 90 million each year, our flexibility and scalability allows us to serve them all effectively.



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Benefits of Navitaire Rail

In a world where new low-cost travel options continually emerge, Navitaire Rail can be a powerful ally in helping rail companies position themselves for sustainable growth and high performance.

Improving the Customer Experience

Navitaire Rail's ability to help rail companies promptly deploy fare sales, special promotions, discounts, electronic vouchers and other competition-beating options can boost a rail company's differentiation and customer retention. Rail companies also can use Navitaire Rail to enhance customer retention by tailoring customer experiences to specific segments. For instance, Navitaire Rail can help rail companies recognize frequent travelers, satisfy those customers who desire either a fully paperless or ticketed travel experience and accommodate multiple types of payments including debit cards, cash, credit cards and electronic vouchers. Navitaire Rail's extensive language options enable rail companies to address a wide range of market segments and geographic areas effectively. And the solution enables rail companies to offer different environments or experiences in their cars — such as an interactive, social atmosphere or one that is peaceful and quiet that enables travelers to sleep or work during their trip — that travelers can select based on their needs and preferences.

Enabling the Potential for Increased Revenues and Profitability

Navitaire Rail enables rail customers to buy upgrades, merchandise and ancillary services more easily, thus boosting their enjoyment of rail travel while helping to generate substantial incremental revenue for rail companies. And because these items can be sold via low-cost self-service channels, the revenue they generate can be highly profitable. Furthermore, Navitaire Rail's ability to dynamically optimize fares and pricing enables rail companies to more effectively and profitably capitalize on demand.

Help in Reducing Operating Costs

Navitaire Rail can have a significant impact on the costs associated with reservations and distribution. Because Navitaire Rail is provided as a managed service, rail companies can gain advanced capabilities without the capital, overhead and resource commitments required to purchase, develop, and maintain their own systems. Navitaire's community software model also allows rail companies to benefit from ongoing system improvements and enhancements driven by Navitaire's other customers. And because Navitaire Rail is highly scalable, rail companies can add capacity cost-effectively when they need it.

Teaming with Third Parties

The integration with external partners that Navitaire Rail allows is also an important benefit, especially in today's highly competitive travel market. The system enables rail companies to sell tickets more easily through a wider variety of distribution channels, as well as help customers plan and purchase complete trips that involve multiple travel modes, geographies and providers.

Moving the Market Forward through Innovation

Navitaire Rail is built on modern technology to support development of nimble, customizable business practices to help you treat each passenger with precision, dynamically update fares, adjust schedules, configure trains, allocate seating on demand, and quickly activate new mobile passenger service channels.

Standing Out in a World of Choices

Navitaire Rail can be a powerful tool to help enable rail companies to achieve their growth goals — especially as competition for travelers' business continues to intensify in the coming years. Navitaire Rail's innovative approach to reservations and distribution can help rail companies not only reduce their operating costs, but also provide the service and experience that keeps customers coming back.

Navitaire delivers industry-leading technology services that help enable growth, profitability and innovation to more than 50 airlines and rail companies worldwide, including many of the world's most successful airlines. Navitaire offers a full suite of proven solutions to help clients grow their business, reduce costs, capture new revenue sources and readily connect with digital customers and business partners.

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