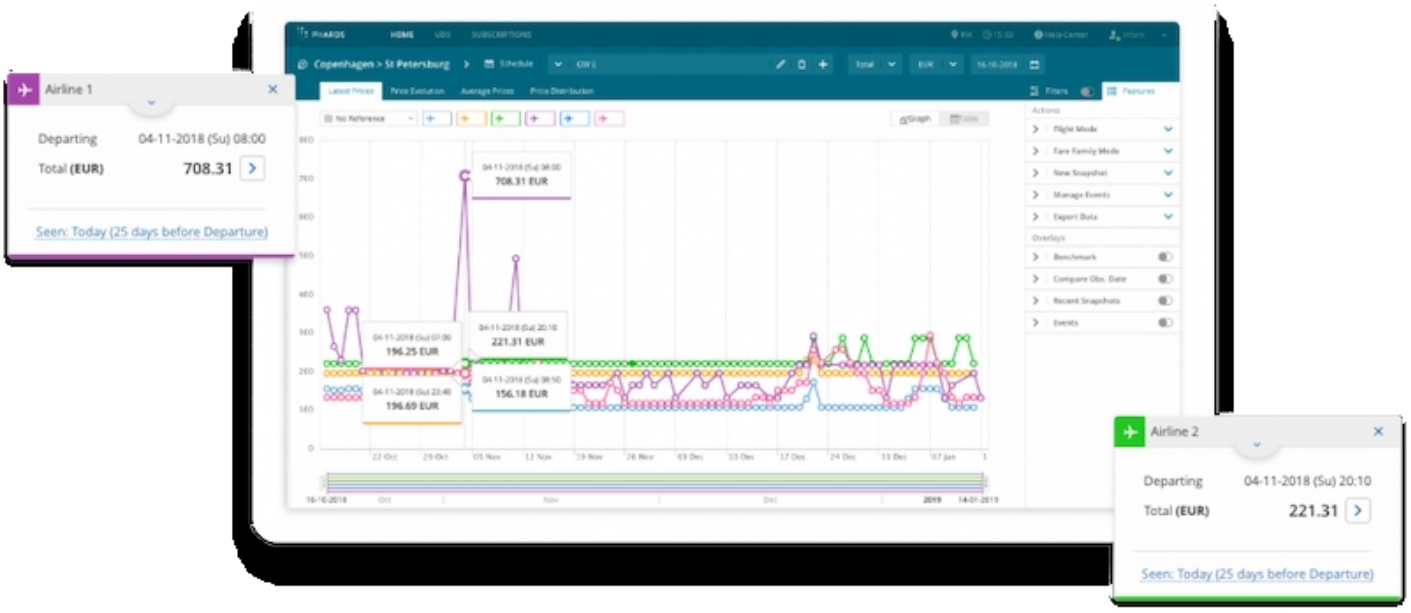
INFARE LAUNCHES NEXT-GENERATION PRICING INTELLIGENCE TOOL

News / Airlines



Infare, the global market leader in pricing intelligence, is today launching Pharos, the next-generation business intelligence tool for airlines.

Pharos delivers total market insight of competitive airfares, from real-time snapshots to classic demand curve analysis. The cloud-based intelligence solution lets airlines harness the full power of Infare's fare data – the most comprehensive, rigorously vetted and trusted source in the world. Pharos provides the key to the most profitable revenue management strategies through its rich visualisation of fare data and robust design, making it possible to identify profitable opportunities amid hundreds of billions of competitor fare observations.

"For airlines of all sizes, pricing intelligence is a crucial driver of profitability and we are a key enabler for enhancing this. With Pharos, we are launching the next-generation tool of choice for analysing competitive pricing behaviour. ***Carriers can earn hundreds of millions of dollars annually by using Pharos'*** *visually intuitive analysis functionality to* ***unlock fare pricing opportunities through identifying and tracking competitor patterns****."*

– says Nils Gelbjerg-Hansen, CEO at Infare.

Pharos can be tailored to each user's requirements, offering the highest degree of personalisation. The software seamlessly streams, visualises and tailors rapidly changing market data from more than 1,300 sources – validated though Infare's 45 quality criteria – to the exact needs of each airline.

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pharos the next-generation pricing intelligence tool visualisation

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Gelbjerg-Hansen adds: “**With its intuitive interface and rich visualisations, Pharos makes any airline’s revenue management more efficient and thereby more profitable.** The software, like all our products, is cloud-based, and complements C-suite systems, drilling down in granular detail to reveal underlying market trends and behaviour.”

To better support airline revenue management and pricing processes, Pharos allows for dynamic comparisons between carriers, using a rules-based model to instantly identify and display competitive fares. This feature automates peer group analysis, eliminating repetitive tasks and transforming revenue management effectiveness by revealing competitor pricing structures and business strategy.

“***Infare is relied on by the world’s top travel businesses to enhance their market advantage, through our cutting-edge technologies and intelligent pricing insights.****This latest release provides our customers with a highly advanced analysis tool, guiding revenue managers’ strategies in making more efficient business decisions,”*

– concludes Gelbjerg-Hansen.

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