



# JETBLUE SHARPENS COMPETITIVE EDGE WITH FLYR ARTIFICIAL INTELLIGENCE PARTNERSHIP

News / Airlines



**JetBlue has partnered with FLYR Labs, the travel industry’s leading innovator in AI-driven forecasting and pricing, to elevate the airline’s revenue optimization capabilities with accurate, real-time decision intelligence and analytics. FLYR’s cloud-native decision intelligence platform, The Revenue Operating System, leverages deep learning technology to provide automated, AI-based revenue management capabilities that maximize business-wide revenue opportunities. Already deployed at JetBlue, The Revenue Operating System’s market performance is yielding promising results and demonstrating its ability to supercharge analyst contribution.**

**Dave Clark, Head of Revenue and Planning at JetBlue, commented: “We’re known for disrupting our industry and the legacy processes that came before us. Collaborating with FLYR, a pioneer of AI-driven revenue optimization software, is another example of how we can amplify the ‘JetBlue Effect’ —keeping fares as competitive as possible without compromising the customer experience — an ethos that is mirrored in FLYR’s partnership approach.”**

JetBlue is New York's Hometown Airline® and the sixth-largest airline in the United States, serving more than 110 cities throughout the United States, Latin America, the Caribbean, Canada, and the United Kingdom. JetBlue continues to invest in FLYR's success through its venture capital subsidiary, JetBlue Technology Ventures.

Alex Mans, CEO of FLYR, said: "JetBlue already has incredible market influence. By working with FLYR, JetBlue's analysts will be most aware of revenue opportunities earlier than ever before. Our AI capabilities will accelerate JetBlue's advantage by understanding and applying network-wide context, enabling fast and targeted route or pricing decisions. The Revenue Operating System can positively influence all critical commercial teams of an airline, such as marketing, cargo, scheduling, network planning, and ancillaries, which will further cement JetBlue's reputation and deliver even more benefits to travelers in every market it operates."



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