

Malaysia Airlines to use AI for revenue maximisation solution

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Jakarta : Malaysia Airlines has paired up with ReveMAX to implement the airline revenue maximisation solution to enhance and strengthen its commercial decision-making and business processes.

ReveMAX is a business intelligence and decision support platform for airlines. Its airline revenue maximisation solution is powered by AI and machine learning and offers predictive and prescriptive intelligence, connecting different airline departments and guiding them in making smarter strategic decisions with the aim of profitability and sustained financial good health of the organisation.

According to MAB, the partnership allows ReveMAX to provide it with a comprehensive picture of an airline's revenue and cost ecosystem. The system also enables airline personnel to see a 360-degree bird's-eye view of their airline's day-to-day health and make an immediate revenue decision based on fact-based data. A+M has reached out to MAB for additional information on the partnership.

The airline's group CEO Izham Ismail said one year into the Covid-19 pandemic, it has seen the importance of having a business that is robust and sustainable, built

upon a foundation of digitalisation that has allowed the business to operate as efficiently as possible given the circumstances.

"This partnership offers strong unprecedented support for our business and core beliefs, and we look forward to enhancing the customer experience with personalised offerings. Together with our other in-house system integrations, we can fully automate changes to our processes and trigger executions with limited manual interventions," he added.

ReveMAX's CEO Nayeem Ekbal said it works with partners to look at streamlining processes and bring agility and transparency into the overall process of strategic decision-making and lifecycle management. "We are proud to be partnering with Malaysia Airlines and be part of their vision of digital transformation," Ekbal said. ReveMAX is present in Canada, the US, India and Turkey and seeks to help key decision-makers at airlines access more information to make better decisions to add value and profitability.