IndiGo inks deal with Amadeus for revenue management

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Mumbai: IndiGo has partnered with travel technology leader Amadeus to implement its advanced Revenue Management solution, Amadeus Segment Revenue Management Flex (Amadeus SRM Flex).

By adopting this cloud-based system, IndiGo will benefit from an intuitive and user-friendly interface. The web-based SRM Flex will seamlessly integrate with IndiGo's Navitaire New Skies® Passenger Service System (PSS) through the innovative Revenue Management Integration Service (RMIS).

This will enable near real-time data exchange capabilities allowing the carrier to immediately respond to market dynamics such as new bookings or equipment changes.

Price setting capabilities within the system can be adjusted to be rule-based, science-based, or a mix of both depending on the carrier's strategy. Repetitive routines can also be automated in order to optimise operational efficiency and increase revenue opportunities.

"IndiGo is making great progress on its journey 'Towards New Heights and across New Frontiers' to adapt and excel in the evolving aviation industry," said Abhijit Dasgupta, SVP – Planning and Revenue Management, IndiGo.

"Amadeus' Revenue Management technology will enable IndiGo's revenue management team to have more granular steering controls, make quicker business decisions, drive greater automation and increase efficiency across the board.

 IndiGo will be able to streamline its operations by consolidating interfaces into one, resulting in time optimization and a sharper focus on more sophisticated Revenue Management strategies required for a fast-growing network in a diverse set of markets and passenger segments.

Most importantly, it enables IndiGo to merge its own growing data science & machine learning capabilities with the solution, leveraging the strengths of both IndiGo and Amadeus to develop an ecosystem that can cater to IndiGo's expansion plans and future growth."

"We are pleased to work with IndiGo to make the most of this technology. Together, we will help maximise the carrier's revenue opportunities and create new efficiencies so IndiGo can focus on providing great service to its passengers.

Amadeus' Revenue Management technology is open, PSS agnostic, modular, and easy to use. It can also be seamlessly integrated with external solutions that IndiGo currently uses or plans to use. We are confident that this technology will firmly place IndiGo on solid footing for the long term as it looks to grow in India and beyond," said Javier Laforgue, EVP, Travel Unit & Managing Director, Asia Pacific, Amadeus.

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