

# SITA installs new price fare software for BA

## TECHNOLOGY

**British Airways** is using SITA's Airfare Insight software to make fare adjustments in response to market changes.

The advanced technology allows BA to monitor its rivals' online ticket prices. Airfare Insight also enables the carrier to upload its cheapest fares quicker than previous IT packages. According to BA's management, the airline will save some US\$3 million by using the new system.

Jenny Foran, senior manager for revenue management at BA, said: "The SITA Airfare Insight product is remarkable. It filters and displays what we decide are important competitor price changes, allowing us to respond not just quickly, but

in an informed and considered manner, through whatever distribution channel we choose."

Hani El-Assaad, SITA's regional vice president for the Middle East and Turkey, is confident the new software will improve BA's online fares structure. Assaad added: "Working closely with BA, we

have been able to provide the fares, pricing tools and workflow enhancements to meet their exact business needs, which in turn has enabled them to decommission expensive legacy systems, streamline their decision making process and consolidate their market leading position."



Market watch: SITA's new software will enable BA to monitor its rivals' online ticket fares