

# Travel & Transportation



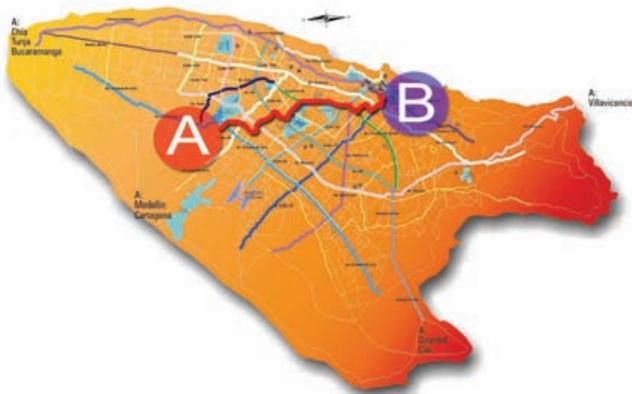
## Analytics and Machine Learning for Travel and Transportation

Leverage Senseta's analytic platform for Revenue Optimization, Assets & Operations Management, Demand Forecasting and Customer Analytics.

### Why SENSETA?

Remove the barriers that keep you from analyzing structured and unstructured big data assets, and eliminate the restrictions your existing computing infrastructure imposes. With Senseta's platform your team can leverage High-Performance Analytics to:

- ⊖ Spot opportunities, detect emerging issues and make the right choices – quickly and confidently. Analyze numerous scenarios simultaneously. Get more accurate, detailed results. And respond faster to changing conditions in your assets, processes, products, the weather, etc.
- ⊖ Solve your most complex problems, and explore issues and opportunities thoroughly. Use the best modeling techniques. Perform more model iterations. Use all available structured and unstructured data – not just a subset.



## Set the right price. Every time.

Better understand customer buying behavior. Make pricing decisions that account for willingness to pay, competition, segment characteristics and turbulent demand conditions. Grow revenue and profits. Senseta provides solutions that enable you to create a competitive advantage by taking into account:

- ⊖ Optimal pricing strategy. Design and execute a pricing strategy that accounts for all of the factors that influence demand – seasonality, competitive pricing, overbooking, cancellations and no-shows, willingness to pay, etc.
- ⊖ Price sensitivity of demand. Capture price sensitivity fluctuations that happen over time between customer segments and as competitors change their prices.
- ⊖ Changing market conditions. Automatically detect and incorporate changing market conditions – whether they are one-time events or trend shifts – into your pricing decisions.

## Be proactive, not reactive. And boost uptime, performance and productivity.

Run transportation assets – railcars, aircraft and ground vehicles – at peak performance. Optimize resources and fuel consumption. Reduce costs and asset downtime. Senseta's solutions include capabilities that address your priorities, including:

- ⊖ Predictive asset maintenance. Predict emerging issues and maintenance requirements so you can address them proactively to keep assets in service and to maximize uptime.
- ⊖ Root-cause analysis. Enable engineers to troubleshoot faster and initiate the best corrective actions for continuously improved reliability and equipment efficiency.
- ⊖ Workforce optimization. Optimize your workforce to ensure the right mix of skills, locations and timing in harmony with asset deployment.

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### Demand satisfaction from your demand forecasts.

Make faster, more accurate market forecasts. Better operational planning and customer service. And respond proactively to changing demand signals. With Senseta, you can:

- ➔ Make better, data-driven decisions about allocation and capital by exponentially improving the accuracy of your forecasts.
- ➔ Assess opportunities quickly so you can allocate resources appropriately.
- ➔ Improve the quality and measurability of sales and marketing plans.
- ➔ Forecast more with less by extending the planning horizon from the end of the current year to a rolling monthly forecast.

### THE SENSETA EDGE:

Knowing what data is statistically relevant to your business. The Power to leverage all your data – structured and unstructured. Make better decisions within tight time frames. Solve more complex problems than you ever thought possible. Use big data and sophisticated analytics in a distributed, Hadoop environment. Our platform of High-Performance Analytics products allows you to fully utilize your most important resource of all, your customer data.



### Get deeper customer insight. And a bigger competitive advantage.

Increase customer loyalty. Better customer retention. And develop more targeted and responsive messaging. Senseta helps you turn customer insight into competitive advantage with comprehensive solutions for:

- ➔ Customer Logics. Capture and analyze video images of customer behavior. Tap in to the unconscious responses to your marketing campaigns and truly see what captures the attention – and wallet share – of your most profitable customers.
- ➔ Marketing optimization. Make the most of each individual customer contact by determining how business variables – resource and budget constraints, contact policies, the likelihood that customers will respond and more – will affect outcomes.
- ➔ Real-time decision management. Make better customer decisions and get more value from your real-time customer interactions.

