



S7 selects Triometric travel analytics platform to optimise its fare price distribution

Leading Russian airline enhances its new booking platform with XML business intelligence to monitor its fare price infrastructure against KPIs.

SURREY, UNITED KINGDOM, October 8, 2014 /EINPresswire.com/ -- [Triometric](#), a leading provider of XML business intelligence to the online travel industry, today announced that [S7](#), one of Russia's largest airlines and oneworld alliance member, is implementing Triometric's [Web Services Analyzer](#) to deliver sophisticated pricing and availability intelligence for its new booking platform. Using the Triometric XML analytics and reporting platform will give S7 the insights needed to identify and manage any potential pricing and availability discrepancies resulting from the industry practice of caching technology to optimise performance and speed of information delivery. Applying this additional insight will enable S7 to optimise the fares they deliver to their customers and improve revenue.

The selection of Triometric's XML analytics platform fits into the wider context of S7's project to enhance its booking engine to ensure that it is robust, scalable and sufficiently agile to meet the evolving retailer approach to the merchandising of flights, ancillaries and allied travel products such as hotel rooms and car rentals. Launched earlier this year, S7's new booking engine combines the features of Openjaw's t-Retailing platform and QPX™ pricing and shopping software from Google ITA. S7 customers can now shop for single, roundtrip and multiple destination flights across the S7 and partner networks. The new platform uses an industry leading caching architecture, making online shopping seamless and inspiring for the travel shopper, while enabling S7 to handle high transaction volumes.

"As a market leader in an arena where time-to-market is a critical success factor, S7 is keen to understand the impact of cached pricing in the retail environment and we are confident that Triometric technology can deliver us that intelligence" said Dmitry Chuyko, E-commerce Director at S7.

Offering its customers the most accurate availability and fare price information at the time of searching is critical to S7's ambitions for leadership in providing flight and travel products to the Russian market. Triometric's real-time analytics platform will give S7 detailed drill down reports and actionable insights into any inconsistent query results such as pricing and latency issues.

"We are delighted that S7 has selected XML intelligence from Triometric and we look forward to a close partnership during implementation to meet S7's specific business needs" said Matthew Goulden, CEO of Triometric. "Our operational monitoring and proprietary smart analytics will deliver S7 with deep insight into how performance is impacting their conversions, inventories, customer experience and ultimately revenue."

About Triometric

Triometric is a specialist provider of XML-based business intelligence and operational analytics designed to help online travel companies meet the challenges and opportunities of today's fragmented distribution landscape. Triometric technology helps customers manage complex

distribution dynamics by giving them deep insight into their search and booking traffic. This actionable intelligence enables them to improve their business performance by reducing costs and increasing revenue.

Triometric Triometric Web Services Analyzer is a powerful end-to-end web services monitoring and analytics tool delivering actionable intelligence and operational management to meet the diverse needs of travel companies including airlines, hotels, online travel agencies, meta search engines and hotel wholesalers.

Triometric is a privately held company based in Surrey, United Kingdom. Customers include S7, Thomson Reuters, HSBC, Hotelbeds, GTA, Miki Travel and Bonotel.

About S7

S7 Airlines (www.s7.ru) is a member of the oneworld® global airline alliance.

The airline has the widest domestic route network in Russia, created around air transport hubs at Moscow (Domodedovo) and Novosibirsk (Tolmachevo). S7 Airlines also performs regular flights to countries in the Commonwealth of Independent States, Europe, the Near East, South-East Asia and countries of the Asia Pacific region.

In 2007 the company received an official IATA Notice of Record into the IOSA (IATA Operational Safety Audit), becoming the second air carrier in Russia to have successfully passed the full international audit procedure for compliance with these operational safety standards.

Notes to Editors:

Triometric will be exhibiting at IATA World Passenger Symposium (WPS) 15-17th October in San Diego, USA. The event will focus on the transformation currently taking place in the industry in the areas of distribution, customer experience and airport design.

Triometric is located in the Exhibition Hall /Stand 201. Enquiries welcome.

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