



*FLYR Recognized for*

**2021**

**Enabling Technology Leadership**

North American Airline

Software Digitalization Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. FLYR excels in many of the criteria in the airline software digitalization space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### *A Revolutionary Revenue Operating System Dynamically Advancing the Airline Industry*

The commercial airline industry faces numerous challenges it must overcome from the travel restrictions imposed due to the COVID-19 global pandemic. During this time, airlines worldwide essentially shut down as there was little demand for domestic, much less international, flights. As airlines cut the number of daily flights, the need for pilots and aircraft is also low. Upon the distribution of the COVID-19 vaccines, parts of the world are beginning to open up, and commercial airline travel demand is quickly increasing. Many airlines are struggling to restart their travel initiatives, especially as different geographical regions are dynamically changing travel requirements, creating confusion among all stakeholders. Airlines are facing difficulty determining where and when to increase or decrease operations, finding pilots that are concurrent with flying regulations and certifications, and retrieving aircraft from boneyards. Initiating operations and scaling them back to pre-pandemic levels is a complicated process due to the uncertain future of passenger demand, dynamic government regulations on air travel, and ongoing financial strains. Advanced airline revenue management (RM) systems with predictive capabilities will help airlines estimate demand with high degrees of accuracy. Legacy RM systems work on historical demand data and prices to forecast future demand, whose value has drastically diminished as that data is outdated and cannot be extrapolated to gain insights for the post-pandemic scenario.

FLYR, a company operating out of Silicon Valley, California (CA), aims to advance the airline industry dynamically with its Cirrus Revenue Operating System™ (Cirrus) platform. Cirrus capitalizes on artificial intelligence (AI), adding clarity to operational decisions for revenue, marketing and sales, network planning, and executive teams. A Frost & Sullivan 2018 Best Practices Award recipient, FLYR is growing its team from

100 to 200 employees by the end of 2021, primarily its product and implementation delivery teams, demonstrating its determination for continued success and expansion in the airline industry. In line with its continuous growth, the company has teams in Kraków, Poland and is opening offices in Amsterdam, Netherlands, Los Angeles, CA, and Dallas, Texas, within the next year.

### ***Expanding Capabilities and Features to Maximize Airlines' Revenue-generating Operations and Improve Forecast Accuracy***

Since 2018, FLYR's revenue operating platform has undergone several changes, including a name rebranding from FusionRM to Cirrus Revenue Operating System™. The name change also comes with a robust set of capabilities and features for many teams within an airline (e.g., revenue, marketing, and sales) that can also utilize the platform for revenue-generating operations. Improvements to the user interface and Cirrus dashboard expand the accessibility of exploration tools for instant filtering of detailed information, enabling greater reports and analyses for more informed decision-making. The Cirrus platform uses AI forecasting that optimizes pricing throughout the booking curve (flight declaration to departure) to maximize revenue and supply. The platform also far outpaces legacy technologies with its autonomous decision-making capabilities and forecast accuracy, reducing analyst overrides by 90%. Cirrus operates in the cloud, leveraging AI and deep learning algorithms from hundreds of metrics and data points across airports, routes, flights, and competitors to make high accuracy forecasts months before a flight, regardless of data noise or sparseness (e.g., during COVID-19).

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- **Elizabeth Whynott, Best Practices Research Analyst**

FLYR's capabilities expansion to Cirrus comes from client feedback requesting that teams other than RM personnel utilize the platform. Those in commercial functions, such as marketing and sales teams, use the predictive forecasting capabilities to determine which markets and regions to promote within that would generate the most revenue yield. Network planning teams use the platform to decide when to restart a market and upgauge or downgauge an aircraft based on the demand forecasted by Cirrus. These predictions are beneficial for anticipating air travel demand as the negative impacts of the COVID-19 pandemic are gradually ending, and clients that utilize the Cirrus platform have sufficient time to prepare ready pilots and aircraft months in advance, whereas other airlines are

struggling to meet demand. Executive teams also benefit from the Cirrus platform to gain a better understanding of future revenue targets. FLYR's addition of functionalities and capabilities to Cirrus empowers airlines with greater insight, helping clients maximize their operations and RM systems.

The company has global airline clients in New Zealand, the United States, Latin America, the Middle East, and Asia-Pacific. FLYR previously sold the Cirrus platform through networking and other inbound processes. However, it is rapidly building a commercial team to, further expand its growth pipeline. Additionally, FLYR's focus is on the airline industry, but the Cirrus platform's potential expands to other verticals, including rental cars, cruise ships, and live events.

### ***Risk-free Implementation for Guaranteed Revenue Returns***

FLYR understands that changing RM platforms can be costly, and there is no guarantee after implementation that returns will exceed the performance of legacy systems. The company believes so strongly in its platform's ability to improve RM systems and returns, it has a risk-free, no-cost guarantee that the platform's value and performance capabilities will exceed the client's legacy system. FLYR will implement the Cirrus platform at no up-front cost to clients with no charge until they see the value in the system. FLYR's unique no-risk strategy has a 100% client retention rate, as clients see great returns from its implementation.

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FLYR makes the implementation of the Cirrus platform easy and risk-free, and because it is fully cloud-based, the company's dedicated change management team can have it up and running in 12 weeks. The first implementation step is for FLYR to receive the airline's data. At six weeks, data ingestion occurs, technical and methodology training follows, and Cirrus is setup on the host environment. At eight weeks, the system is setup and the model undergoes initial training and fine-tuning, the system can generate preliminary outputs, and user training begins. At ten weeks, user acceptance testing of the system and all user training is complete. Finally, at 12 weeks, the model is ready for launch, outputs are validated, and Cirrus officially launches.

Throughout the roll-out process, FLYR's change management team works alongside clients to guide them through the process and ensure complete understanding to maximize their platform utilization.

On average, clients see a revenue increase of 5% to 7% percent, register a 4% increase in passenger load factor, and witness a 10-time decrease in forecasting errors. FLYR pushes out regular updates and enhancements with step-by-step workflows of new features to ensure clients maintain these strong returns. Many of these updates come directly from client requests, enabling clients with all the functionalities they need to meet their needs. Towards this end, the company is implementing a Community Customer Council to develop a customer-focus roadmap to drive additional features and functionalities. FLYR's commitment to customer success is dynamically transforming airlines' RM operations and how the industry does business.

## Conclusion

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As the world recovers from the COVID-19 global pandemic, the demand for air travel will increase. To forecast demand and make accurate decisions regarding where and when to increase or decrease operations, which aircraft to retrieve from boneyards, and the number of pilots needed, a reliable revenue operating system is necessary. FLYR's Cirrus Revenue Operating System™ provides forecasting solutions for revenue management (RM) in marketing and sales, network planning, and executive-level decision-making. The utilization of the Cirrus platform is quickly growing as word-of-mouth about its revenue improvement capabilities is spreading. FLYR's risk-free, no-cost implementation period is the company's guarantee that Cirrus will outperform other RM systems. After implementing the platform, clients report a revenue increase of 5% to 7% percent, an increase in passenger load factor of 4%, and a 10-time decrease in forecasting errors. With regular updates and features, FLYR aims to always meet clients' needs, ensuring complete functionality and maintaining strong returns.

For its strong overall performance, FLYR earns Frost & Sullivan's 2021 North America Enabling Technology Leadership Award in the airline software digitalization market.

## What You Need to Know about the Enabling Technology Leadership Recognition

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Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

