crane.BPI

BUSINESS
PERFORMANCE
INDEX

Performance measurement is one of the most crucial areas of airline management, and hence can only be perfectly achieved through sophisticated, accurate, and regular information feeds, provided by a compact and comprehensive reporting tool.

Overview

Crane Business Performance Index is the most comprehensive and compact information provider throughout the entire airline industry, which is designed based on the needs of both senior and middle management as well as operational teams. Crane BPI collects historical and advance revenue, inventory, and DCS data, on a daily basis and creates comprehensive and detailed comparison tables, year over year.

Crane BPI provides regular information about the airline performance in terms of Revenue, Load Factor, RASK, Yield, POS, Sales Channel, ASK, RPK, Breakeven Load Factor, Average Fare, Capacity, Passenger, Ancillary both for historical and forward-looking periods. Crane BPI can also measure the performance and effectiveness of revenue management and pricing operations. In addition, Crane BPI provides a daily checklist based on pre-defined criteria by users to be processed by the revenue management, inventory and pricing teams for problematic flights.

used by
airlines across
**Europe, Asia
and Africa**

Benefits

Detailed Performance Data on a Regular Basis
Crane BPI offers sophisticated historical and forward-looking performance measurement data, by loading daily PAX, BSP and DCS files into the system and prorates the transactions automatically.

Benchmark Capability
Through the integration with 3rd party intelligence systems used by airlines, Crane BPI enables competitor benchmark analyses. It uses the information from the airlines' own subscribed systems, such as shopping data or market intelligence data.

Reduced Man Power
With user-friendly graphical interfaces, Crane BPI reduces the need for experienced staff, and saves time both for users and management through compact and detailed comparison tables, that can be exported to Excel for further analysis. The tool also enables efficient management of the inventory through daily alerts based on user defined criteria.

Micro & Macro Management
Crane BPI offers extensive management since all tables are designed based on the sophisticated needs of the airline managers, of all levels.

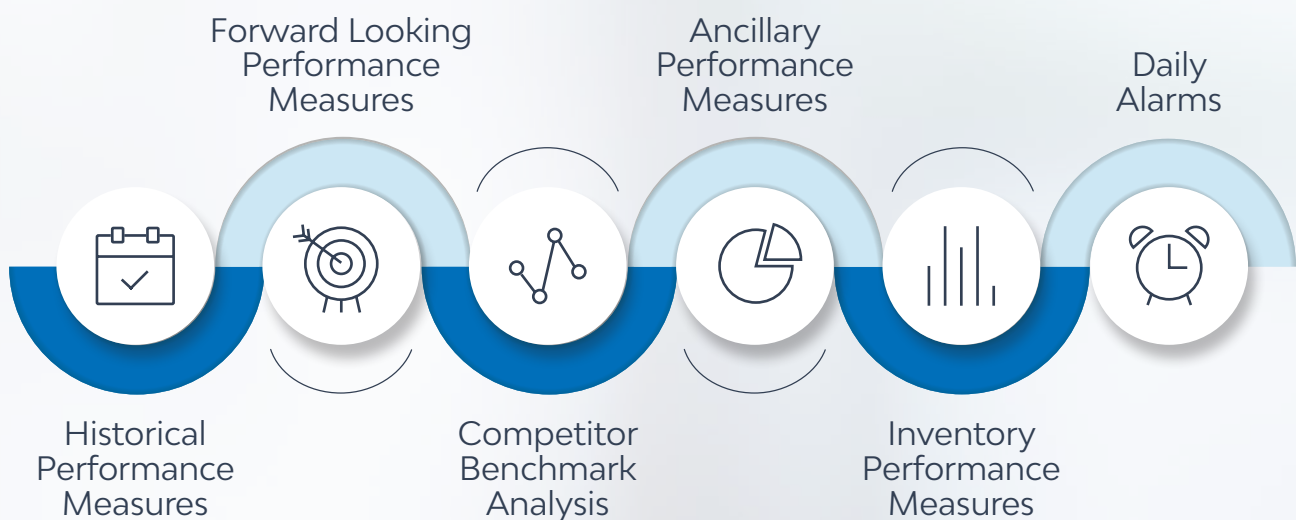**substantial improvement** on decision making processes

Key Features

Crane BPI offers a variety of features depending on your needs and infrastructure. Among the features of Crane BPI are:

- Both historical and forward-looking
- Revenue details
- Load Factor details
- RASK, Yield and Average Fare details
- ASK and RPK details
- Ancillary revenue analysis
- On-time performance analysis
- Inventory functions performance
- Flight alarms

complies with **industry-wide initiatives and standards**

Components

Forward Looking
Performance
Measures

Ancillary
Performance
Measures

Daily
Alarms

Historical
Performance
Measures

Competitor
Benchmark
Analysis

Inventory
Performance
Measures

Turnkey solutions for every step on the way.

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crane.TM

crane.PAX

crane.SP

BOSS

$?

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AIRPORT

TOUR

crane.DCS   crane.ALM

Lounge

SHOP

crane.OCC   crane.LL

crane.WB

PARIS
NEW YORK
ROME
LONDON

GATE

crane.CREW

crane.CM

crane.CCL

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Passenger Service System

crane.PAX	Reservation & Passenger Service
crane.IBE	Internet Booking Engine
crane.ALM	Allotment Manager
crane.DCS	Departure Control System
crane.WB	Weight & Balance
crane.LL	Loyalty Layer
crane.CCL	Customer Care Layer
crane.CM	Communication Manager

Merchandising

crane.TM	Airline Travel Merchandising

Operations Planning

crane.SP	Schedule Planning
crane.OCC	Operations Control
crane.CREW	Crew Management

Accounting

crane.RA	Revenue Accounting
crane.CA	Cost Accounting
crane.BPI	Business Performance Index

Travel Solutions

crane.OTA	Online Travel Agency

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Better. Together.

Hitit

Crane is a brand of Hitit.
The consistent increase in Hitit's customer base and geographic reach, as well as continuous follow up business with existing clients, are strong indicators that Hitit has achieved a high level of customer satisfaction with its offerings. Hitit combines an agile approach to their customer needs, with a team that works closely with them as partners in their business.

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IATA | Strategic Partner

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