



UNITED AIRLINES CARGO GOES LIVE WITH RTS CARGO REVENUE MANAGEMENT SOLUTION

News / Airlines, Finance



United Airlines went live with *RTS CargoProfitOpt* - capacity management module to forecast capacities, predict show up behavior, and compute optimal overbooking levels. Apart from updating these values in the United Cargo's reservations system, the RTS solution also reacts to schedule changes and re-forecast values in real time.

RTS CargoProfitOpt is a decision-support solution that transforms the process of managing an airline's cargo capacity. Essentially it is a revenue management tool kit that focuses on maximizing system-wide cargo profitability by efficiently matching capacity to demand.

The United Cargo, United IT, and RTS teams are working together on the upcoming phases that will provide capability to optimize allotments as well as provide network level demand forecasting and economic evaluation of shipments.

Mukundh Parthasarathy, Vice President of Cargo solutions for Revenue Technology Services, said, *"This puts us a step forward to becoming a market leader in the air cargo revenue management world. To be the only solution portfolio with an integrated cargo revenue management and pricing gives us a unique perspective into the whole end to end process for air cargo."*

Raja Kasilingam, President and COO at RTS chimed in, *"Our mission is to enable our customers to grow their business profitably and serve their customers better. I am quite excited about reaching the first major milestone of delivering to our mission working together with United as our trusted partner."*

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