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C2,C2a  
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C4,6,8,10





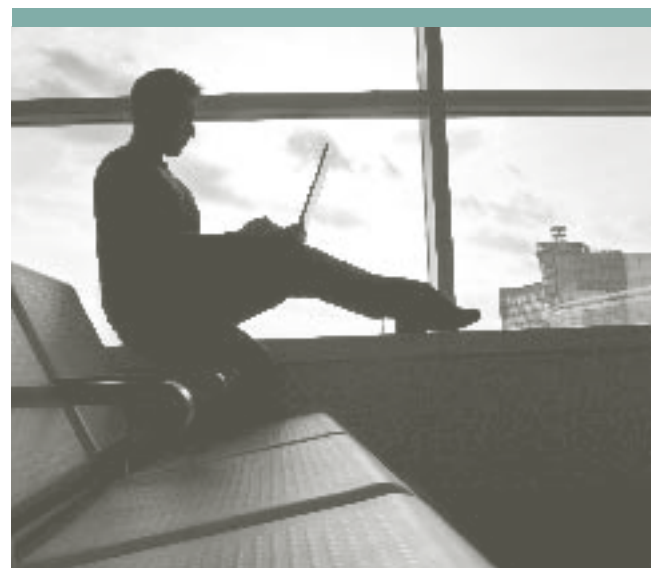
**eSMASH**  
Accelya

**market & sales  
intelligence  
service**

*The Accelya Market & Sales Intelligence Suite offers exhaustive information services of market data and analytical web-based tools to identify revenue opportunities and respond faster and smarter to market changes.*

*The suite is composed of 3 services: eSMASH, our market intelligence service for travel agents' performance, eSCAN, in-depth sales service information at coupon level and eFLOWN, sales intelligence service based on flown data.*

*The Accelya Market & Sales Intelligence Suite will allow you to save administration time in your analysis as all your specific groups (destination, travel agent activities, etc.) only need to be maintained once and all the changes will automatically be updated in all the services.*



# Our market and sales intelligence service for travel agents' performance

## Presentation

eSMASH is a Marketing & Sales management service that helps airlines to efficiently track the performance of their travel agents, providing quick and easy access to ticketed destinations and airlines' position in the market.

eSMASH is designed to support management on their sales & marketing strategies and to identify revenue opportunities.

## Main Features

- **TRUE ORIGIN AND DESTINATION QUERIES**  
Perform all your queries using real Origin and Destination data.
- **ADVANCED FILTER QUERY**  
Provides the airline with a wide range of selection criteria to perform queries.
- **EXCEL AND PDF EXPORT FUNCTIONALITIES**  
Export the results of eSMASH queries to perform your own analysis.
- **REPORT GENERATION AND GRAPHIC EDITOR**  
Support your presentations with graphic reports.

## Key benefits

- **TRACK YOUR AGENTS' PERFORMANCE**  
Gives you a clear representation of your market performance allowing the airline to be more reactive to market needs.  
Enables you to track travel agent sales performances to identify sources and trends.
- **MARKET SHARE PERFORMANCE**  
Compare, track and monitor your market share within the industry.
- **ANALYSIS TOOL**  
Allows the airline to analyse its own sales and industry sales based on a wide range of analysis criteria: Period, destination, agent, fare code, etc.
- **DEFINE BETTER STRATEGIES**  
Define better strategies through precise data on destinations and revenues.  
Allows you to determine good selling routes and fares.  
Detects high selling travel agents that are not selling for your airline.
- **SALES FOCUS**  
Allows you to drill down the information to a particular sales representative or to a particular geographical area, district or zone.



**Accelya**



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