

## Management Cockpit for your Business Success

**The decision support system for tourism organisations**



## **PILOT, ['pailət], m, pilot, aviator, operator**

Just like a Pilot in the flight deck of an airplane or in a ship's bridge you are responsible in your tourism organisation to take the right decisions and steer the correct course.

The most important basis you have for your decisions is your own experience, which you substantiate with facts: the historical and actual data of your business.

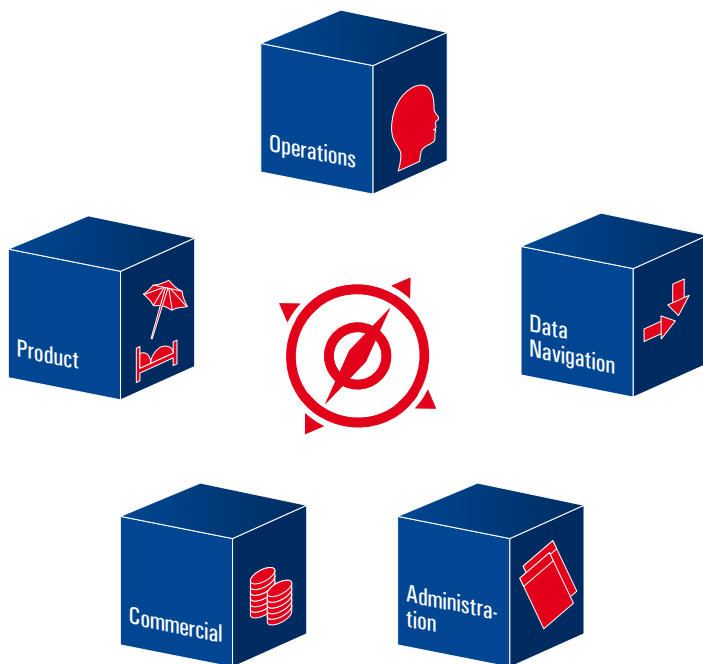
But just to have the data does not mean to have the right information in the right quality at the right time.

For this you need more, you need a reliable instrument, which shows you all relevant statuses and which helps you in forecasting and anticipating the development of your business in the future. An instrument that visualises in a simple and intuitive way the magnitude of data and parameters on which you rely when you take your decision. An instrument that converts data into management information!

We have developed such an instrument for you:

**PILOT - the Cockpit for Managers in Tourism Organisations.**





## Different Views for different Managers

PILOT was created to be used by different management levels and users in your organisation. We have developed various masks, views and functions for the different working fields of the different managers. These will be introduced on the next pages.

### Remark:

Please note that PILOT can generally be used by any tour operator no matter which reservation system is used. However the features which are described in the following sections rely on the data input from your reservation system. So if your system does not provide all necessary data, PILOT can not display the mentioned information and thus the mentioned functions would not be available.

All described functions are available if a tour operator system from ISO Travel Solutions is used, namely OCEAN for outbound tour operators and Canary for incoming tour operators. Please get in touch with us for more information about these software solutions.



## Commercial View

This is the main screen to be used by your commercially responsible management and by your sales management. The most important key indicators regarding turn over, costs, commission, passenger development and - most important - regarding your margin are displayed in tables and in graphs. Simple drill-down-functions allow you to break down the data basis from a literally global company overview into smaller units, down to destinations and single locations.

In order to do so you simply have to click on the country of the map and you will see all the information about that country, the next step would be to click one of the destinations in that country, et cetera.

All figures will be cumulated for a period which you can define individually. For all figures of that period, PILOT automatically calculates the corresponding figures of the same period in the previous year, and shows the comparison in absolute numbers and as percentage. At the same time, that period will be compared to your plan figures, showing you as well the deviations of the actual figures from your plan.

Negative deviations will be displayed in red font to highlight the fact that your actual figures are not according to your plan and/or are worse than in the previous year.



Commercial



Product

An important table displays the development of your bookings. From this simple table with information about new bookings, cancellations, open requests, etc. you can derive the future situation of your business.

Based on all this information, displayed in a simple comprehensive manner, you can initiate counter measures in order to change your future business development, and by doing so, you will lead your department out of the rough waters.

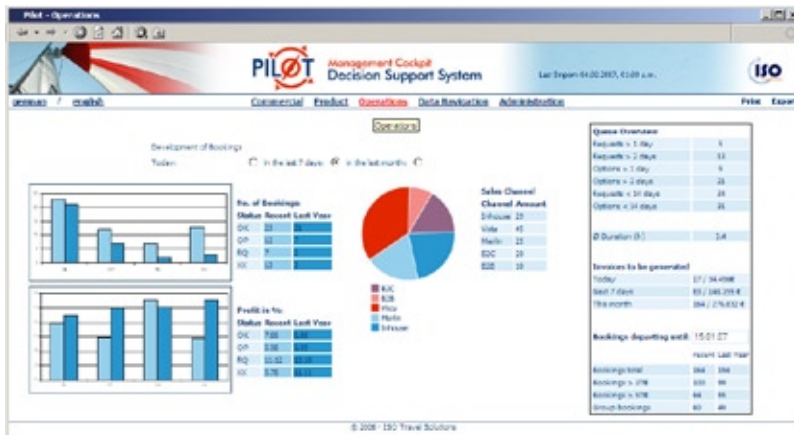
## Product View

As a product manager you need an overview of your booking development, the allotment utilization and the load factors in your different destinations. PILOT displays these key indicators in a simple and appealing way.

You will identify with one view which products are your best sellers in the period under observation and which ones are your "shelf warmers".

By comparing your actuals with the previous year and with your plan figures PILOT delivers valuable information about those areas that are running out of the rudder. Thus PILOT delivers the right basis for you to go against future negative developments early enough and as a result to bring your business back on course and back on target.





## Operations

### Operations View

This mask helps you to gain a detailed overview of the booking developments in the period you choose. You will receive information about the status, the value, the margin, etc. of your bookings. Also about open and received payments and about documents that have to be created, etc.

These figures can be analysed in total or per sales channel.

### Data Navigation

#### - Import

PILOT imports the relevant business data from your reservation system through a flexible XML interface, or an ODBC connection or a direct database connection (Oracle).

A timer controls the import of the data at predefined times and intervals. You can define those times and intervals. The last import time will always be displayed in the header of the PILOT screen, so you always know, how up-to-date the data is that you see.

## - Export

PILOT gives you the possibility to export data from predefined evaluations and queries in usual data formats such as XLS, XML.

Besides to these fixed formats, PILOT offers a flexible tool called the "Data Navigator", which allows you to define your own data queries. A simple menu helps you to choose which data you want to evaluate over which period, and how you want to group it, summarize it and sort it. The data file that gets created this way can be used by you in your own external applications.

## - Reporting

You can choose from a variety of predefined reports. These were created by ISO with the widely-used standard tool "Crystal Reports". You can change and adapt these reports with your own license of Crystal Reports (not included in the PILOT license, can be acquired from any software provider or through ISO). You can also create your own reports with such a Crystal Reports license and integrate them into the PILOT report menu.

## Administration

This menu item contains the usual administrative functions, such as the user set up, access right management, timer settings, file path set-up and more.

It also provides functions for your managers to set their individual query parameters, for their standard "every morning overview". Each users can set their parameters and PILOT will show to the user after each login their preferred view with the query parameters they chose and the resulting figures and graphs.

In the same way your managers are able to set the parameters for the different display tools. I.e. for the speedometer display it is possible to set the values for the green, orange and red areas.



Please contact us for more information  
about the development status of PILOT and  
the functions mentioned in this brochure:

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