

Collecting Concessionaire Sales Data

Concessionaire Analyzer+ Data Collection Tools



When it comes to successfully managing non-aeronautical revenues, collecting accurate and detailed sales data is a mission-critical exercise. It provides the dataset required to analyse sales, report progress and bill concessionaires, determining the ultimate success of any non-aeronautical endeavours the airport undertakes.

CA+ offers a flexible approach to managing non-aeronautical revenue, from data collection to Business Intelligence reporting, concessionaire billing and many other features designed with the airport industry in mind. It simplifies the way non-aeronautical revenues are managed whilst providing the rich datasets needed to optimise your operations when you need them.

CA+ fully automates the data capture process, enhancing airport efficiency and timescales, exponentially boosting non-aeronautical revenues. CA+ accomplishes this in a number of different ways, allowing both airport and concessionaires to apply the best solution for each particular setup.



Concessionaire sales data can be captured in a number of different ways simultaneously within the same airport, allowing both airport and concessionaire to apply the best solution for each particular scenario.

Why collect sales data through CA+?

Minimal Effort

Fully automated structures lessen airport and concessionaire burden.

Minimum Changes

Integrates with existing systems and infrastructures for fewer changes.

Minimal Processing

Automates collection of sales data, reporting, contract management and billing through its scalable database and BI engine.

Minimum Investment

Minimal infrastructural changes keeps costs low for an even higher ROI.

Control and Audit

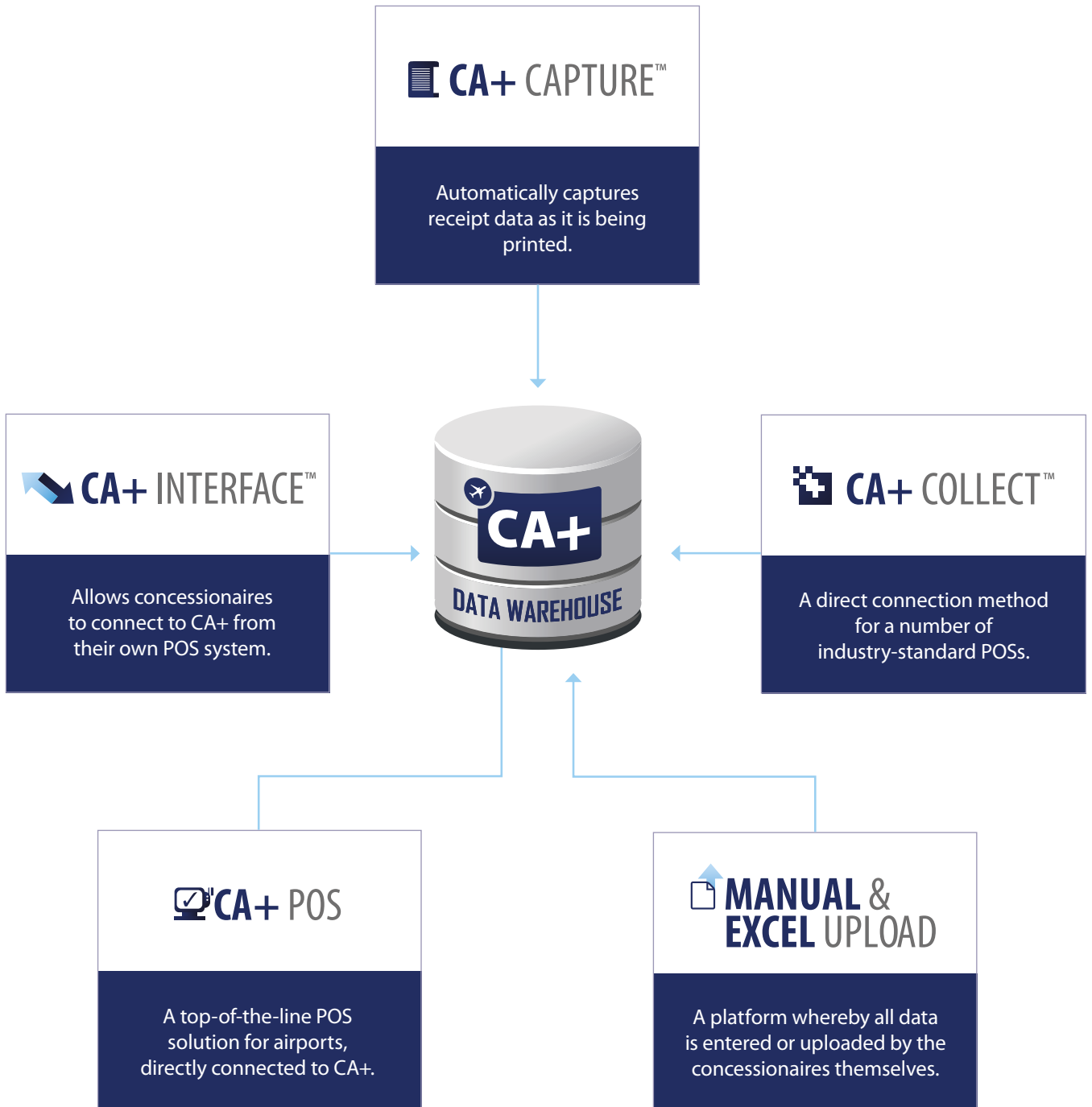
The automation and breadth of data CA+ collects affords a higher degree of auditing and control.

Detailed Data

Capture data in finer detail than ever before for deeper analysis and actionable reports.



CA+ Data Collection Tools



CA+ CAPTURE™

CA+ Capture is a software solution with a small footprint that can be installed directly on a concessionaire's existing POS. It automatically captures receipt data as it is being printed and sends it to the CA+ Server through a secure communication channel.

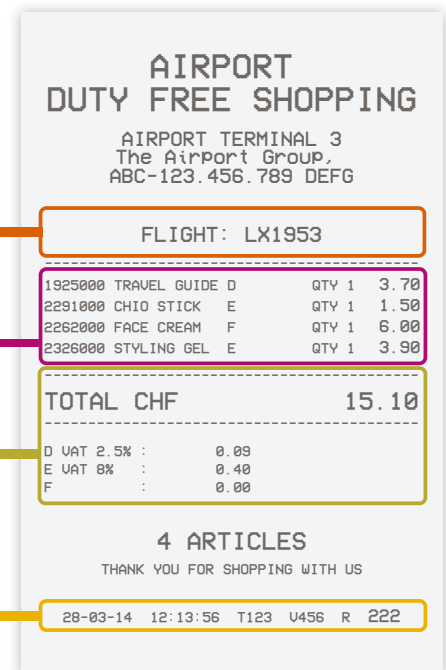
Having pre-defined each concessionaire's receipt layouts, CA+ Capture is able to parse data and lift all the elements related to that sale. The data is then sent to the CA+ server where it is stored in its database to be used for reporting and billing.

CA+ Capture is able to handle receipts in any language and character set, providing a data collection solution that neither impacts concessionaires' operations nor requires any development effort.

CA+ Capture also has the facility to scan boarding passes at a concessionaire's POS, even when this functionality is not natively supported. This allows sales to be tagged to particular flights for an even richer dataset.

In addition, the system can be configured to prompt POS operators with a series of pre-defined questions ranging from post-sales questionnaires to customer segmentation for a deeper understanding of your customers.

- 1 Flight Details: Supports optional scanning of boarding pass
- 2 Product codes, descriptions, quantities and prices
- 3 Total, discounts and tax status
- 4 Date, time and receipt number



Capture data as it is printed on receipts, and optionally scan boarding passes and enable short customer surveys at check out.

CA+ INTERFACE™

The CA+ Interface allows concessionaires to connect to CA+ from their own POS system, uploading data automatically through the use of an API.

The CA+ Interface has been developed in such a way as to allow concessionaires to upload transactions and stock through a number of files including currencies, available and retired stock, transaction types of flight information, amongst other data. The breadth of data CA+ collects allows airport operators to gain a deeper

understanding of its non-aeronautical operations, effectively learning what is working and what is in real-time.

The upload routine runs on a scheduled basis with a level of frequency as governed by the concession contract. This generally includes sales transactions, stock and category details into a set of XML or delimited text files with implementation documentation readily available from our Development team.

CA+ COLLECT™

CA+ Collect is a direct connection method for a number of industry-standard POSs which CA+ supports out of the box. This eliminates the need for concessionaires to build their own interface.

Data is automatically collected at scheduled intervals at an agreed detail level without any user intervention, ensuring consistency and compliance without changing any existing processes.

CA+ Collect is installed on the CA+ server, and can be configured to collect different data sets from various concessionaires, each of whom may be using any of the supported POS solutions.

Data is able to be collected according to a schedule as agreed between the airport and each concessionaire. Data can also be collected at various levels of detail, spanning from detailed transactions to summary totals.





CA+ POS provides all the standard features one would expect from a top-of-the-line point-of-sale solution as well as facilities particularly designed to meet the needs of airport concessions. CA+ POS offers real-time data synchronisation at transactional level for complete and accurate data, in addition to:

- Flight data integration
- Boarding pass scanning
- Airside/Landside configuration per POS for flight information data
- Destination-dependent pricing and/or tax
- Airline voucher management, receipting, reconciliation and reporting
- Staff sales recording and reporting

MANUAL & EXCEL UPLOAD

The section header "MANUAL & EXCEL UPLOAD" is preceded by a blue icon of a document with an upward-pointing arrow.

Some concessionaires' reporting requirements may involve low data volumes, such as monthly sales totals. CA+ provides facilities for such concessions to manually enter this data or upload a Microsoft Excel spreadsheet via a secure CA+ Portal. This is an alternative to the common method currently used by most airports

whereby concessionaires submit this data via email to the airport's commercial department. CA+ provides a platform whereby all data is entered or uploaded by the concessionaires themselves into a secure database, ready for analysis.

Monitoring, Validation, Auditing and Control

CA+ enables airports to easily monitor the frequency of data uploaded by concessionaires. A traffic light system is used to enable airports to quickly identify due or late submissions from concessionaires. CA+ reports this by highlighting submissions received on time in green, those due in amber, and late submissions in red. This gives airport staff an overview of the situation at a quick glance, enabling them to act and rectify the situation in a timely manner. The system also caters for different submission frequencies for different concessions.

Submission of non-aeronautical sales data using any of the methods within CA+ is also subject to stringent validation rules to ensure data consistency and accuracy. Validation criteria include measures against

double entries, incorrect totals, future dates, invalid stock cards or tax codes and negative values amongst others. CA+ also validates the data type, field length and any mandatory fields. Should data not conform to the specifications laid down by CA+, it is rejected, allowing concessionaires to fix their data format and re-submit.

The fully automated data capture methods within CA+ also enable airports to better audit and control the sales that are currently reported to them, especially in cases where concession under-reporting is suspected. This enables airports to better control and audit all reported sales, mitigating under-reporting issues and any system abuse that might be taking place.

CONTACT US

For more information about which Data Collection Solutions would best work for your airport, contact us to discuss your requirements and to view a demonstration of the CA+ solution.

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