

Boosting Airport Non-Aeronautical Revenues





Non-aeronautical sector revenues are an increasingly important revenue stream for airports. Retail, car parking and property are commonly the largest contributors.

Boost and Maximise Airport Non-Aeronautical Revenues

Concessionaire Analyzer+ is a software solution that enables airports to optimise non-aeronautical sales and enhance revenue management.

CA+ automates the collection of sales data from concessionaires, manages billing and revenue shares, and uses this information to extract business intelligence and analyse sales patterns through a BI platform.

Airports can therefore better understand sales patterns within the terminal with the aim to maximise performance.



Multi-Modal Sales Data Collection

Collecting accurate and detailed sales data is fundamental to the process of truly understanding an airport's non-aeronautical activity. It provides the dataset required to analyse, report and bill concessionaires and thus determines the ultimate success of any non-aeronautical endeavours the airport undertakes.

Prior to deploying CA+, most airports receive retail sales data from concessionaires on a monthly basis, lacking the required details to carry out any meaningful analysis. Moreover, significant effort goes into chasing concessionaires who are late with their data submissions

resulting in increased overhead. The reported sales are then compiled using complex Excel spreadsheets to work out the fees due to the airport by concessionaires.

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.

CA+ DATA COLLECTION TOOLS



CA+
DATA WAREHOUSE

CA+ CAPTURE™

Automatically captures receipt data as it is being printed.

CA+ COLLECT™

A direct connection method for a number of industry-standard POSs.

CA+ INTERFACE™

Allows concessionaires to export their sales data in a defined CA+ format and to submit it to the interface.

CA+ POS™

A top-of-the-line POS solution for airports, directly connected to CA+.

CA+ PORTAL

A platform whereby all data is entered or uploaded by the concessionaires themselves.

Why collect sales data through CA+?

MINIMAL EFFORT

Fully automated structure lessen airport and concessionaire burden.

MINIMUM CHANGE

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 infrastructure changes keep 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.



Sales Data
Capture



BI &
Dashboards



Contract
Management



Revenue
& Billing



Property
Management



Audit and control the sales data collection process, **prevent under-reporting** and **protect airport revenues**.

Business Intelligence Platform

CA+ allows airports to analyse and assess the meaning of concessionaire sales data in order to understand sales patterns and influence operations.

BETTER UNDERSTAND SALES PATTERNS AND TRENDS

By bringing together sales data at a transaction level and combining this with passenger data and flight information from the airport's data systems, airports are able to visualise performance through role based dashboards and key performance indicators.

Airports can compare income per passenger on different routes, airlines, product categories, concessions and more. Sales and revenues can be assessed by product category, concessionaire category, date, time of day, zone in the terminal or indeed comparing different terminals and a wide range of other useful metrics. Extensive drill-down capabilities exist to mine the data to different levels.

This insight allows airports to modify gate positions to reflect shopping preferences of passengers on particular routes, adjust their retail mix to reflect demand, assess effects of promotions and maximise their return on space.

ASSESS PERFORMANCE OF MARKETING INITIATIVES

With access to transactional data, any marketing and sales promotions implemented with concessionaires can be assessed for their effectiveness, allowing joint promotions to render more value and to be adjusted to maximise revenue and be more responsive to events.

The real-time analytical capabilities of CA+ provide airport commercial teams and concessionaires with instant role-specific data and allow them to act on it accordingly.

IMPROVE NEGOTIATIONS WITH CONCESSIONAIRES AND AIRLINES

The intelligence gathered through CA+ can give a better understanding as to which product categories generate most revenue and thus, revenue share percentages can be set to reflect the concessionaires' margins.

This detailed level of intelligence also enables a better understanding of retail streams and habits from travellers.

This facilitates the assessment of non-aviation income generated on certain routes to enable more informed decision-making in negotiations with airlines.



As airports become increasingly reliant on non-aeronautical revenues, so does their need to **measure, manage and influence performance.**

IMPROVE CONCESSIONAIRE PERFORMANCE

With CA+, airports also have the facility to share a level of business intelligence with concessionaires. Although some concessionaires may already have sales information about their own performance, CA+ gives them the added benefit of assessing their results in comparison to category totals, for example.

Airports benefit by working with concessionaires, by sharing such analysis that can help improve their performance. With role based dashboards, such sharing of information is easily controlled.

The BI dashboard is able to be centrally managed and configured according to the different roles within each airport allowing users to modify the data they can visualise, while also controlling such modifications if necessary.

Data is presented in the form of charts, grids, heat maps and tree maps providing a rapid understanding of performance and analysis.

Authorised users are able to access the CA+ BI platform through all leading browsers, IOS and Android devices.

Gain deeper insight into non-aeronautical revenue streams

Improve productivity and efficiency by increasing automation

Take informed strategic decisions and influence sales

Increase flexibility and agility to trends to drive revenue improvements



Contract Management, Revenue Calculation and Billing

Airport revenues are usually based on a mixture of negotiated revenue shares based on sales, with minimum guarantees and other additional charges such as rents, utilities and marketing fees amongst others. Airports need to monitor these revenues and generate bills to their concessions through a process that is usually labour intensive and exhibits limited controls.

CA+ enables recording of complex commercial agreements, determination of revenues on sales transactions and billing of concessionaires. This allows the analysis of revenues in addition to sales.

COMMERCIAL CONTRACT MANAGEMENT

CA+ supports the following commercial contract elements:

- Maintains concessionaire contracts and agreements within the portal
- Supports multiple shops with different conditions under the same contract
- Supports revenue share percentages that can vary by product category and destination of travel, such as EU and non-EU revenues
- Supports fixed rents
- Supports minimum guarantees
- Supports revenue shares that vary depending on thresholds or a mix of it all

REVENUE CALCULATION AND BILLING

The Revenue Calculation and Billing module automates the determination of revenues on sales transactions and subsequently billing to concessionaires. The system is able to:

- Automate the intricate process of billing to concessionaires, including complex revenue shares by product category and other parameters
- Automate the generation of invoices to concessionaires or export billing data to third party systems
- Manage contract guarantees invoicing and credit note processes



Property and Utilities Management

CA+ Property and Utilities Management is designed to enable airports to better manage property leases covering office space, counter tops, aircraft hangers, stores and other types of properties. CA+ provides the tools to allow airport property managers to improve automation and fully maximize the potential of this revenue source, and in addition, increase efficiency in the management and billing of utilities such as water and electricity as well as services such as communications feeds.

The **CA+ Property Management Module** allows airports to manage leasing of space that is based on rent, usually per square metre, entirely automating the:

- Management of commercial contract terms and rent rules, including storage of lease agreements
- Calculation of rent due based on the commercial terms in the contract
- Generation of billing to property tenants
- Provision of reporting and auditing
- Available space analysis

This greatly reduces manual intervention related to management, billing and reporting, but additionally provides a more secure and auditable process and an approach which is more sustainable in the long term. A notification system also notifies property managers when a contract is due to expire.

The **CA+ Utilities and Services Module** enables airports to more efficiently manage and bill utilities and services to tenants. These may include water and electricity based on meter readings, wifi based on usage, voip calls based on readings and much more.

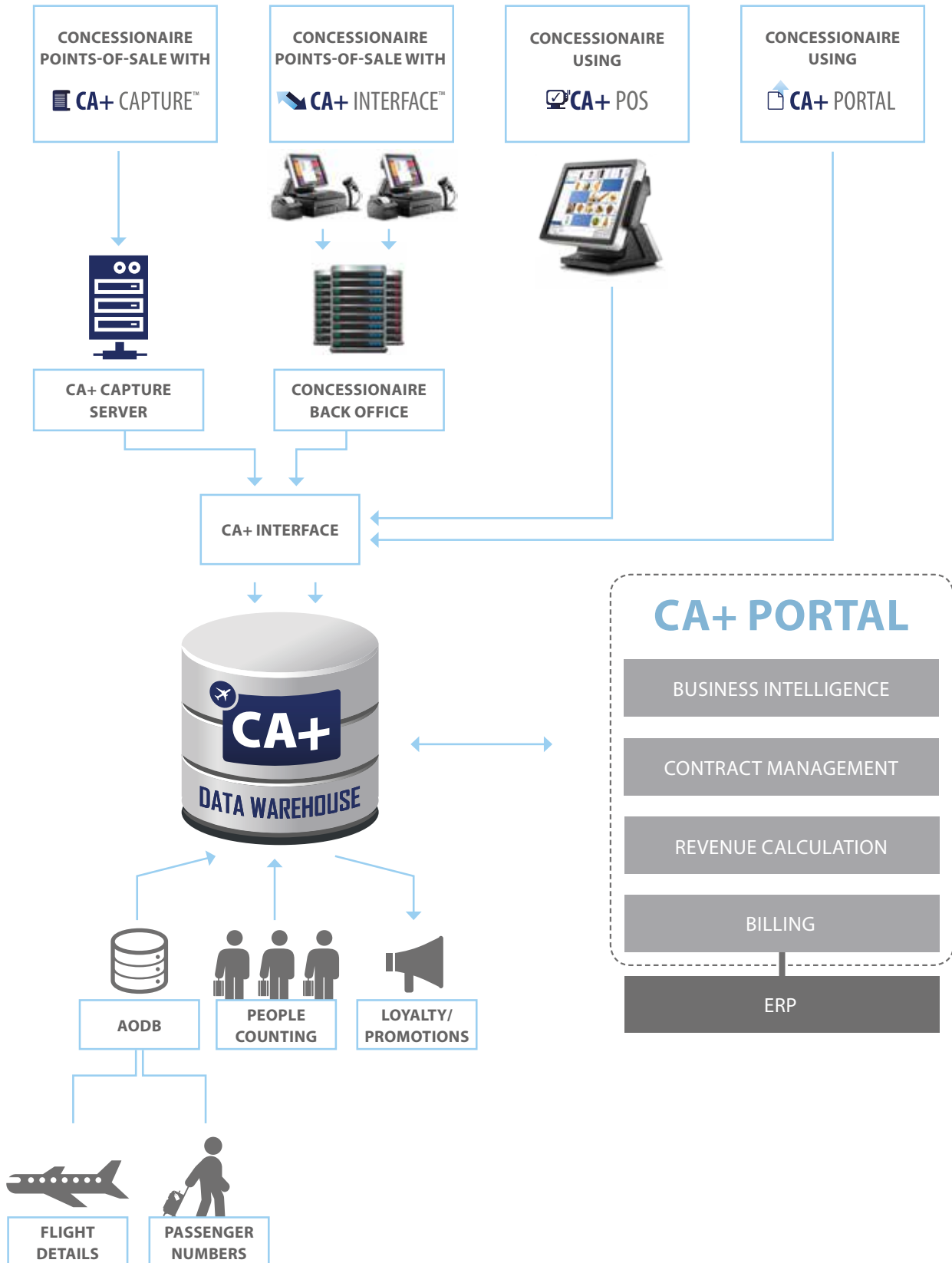
The system provides the facilities for airport property managers to:

- Manage service term contracts
- Import readings from a number of different sources and meters
- Generate billing to tenants based on such readings, issue invoices, integrating with airport ERP
- Provide reporting

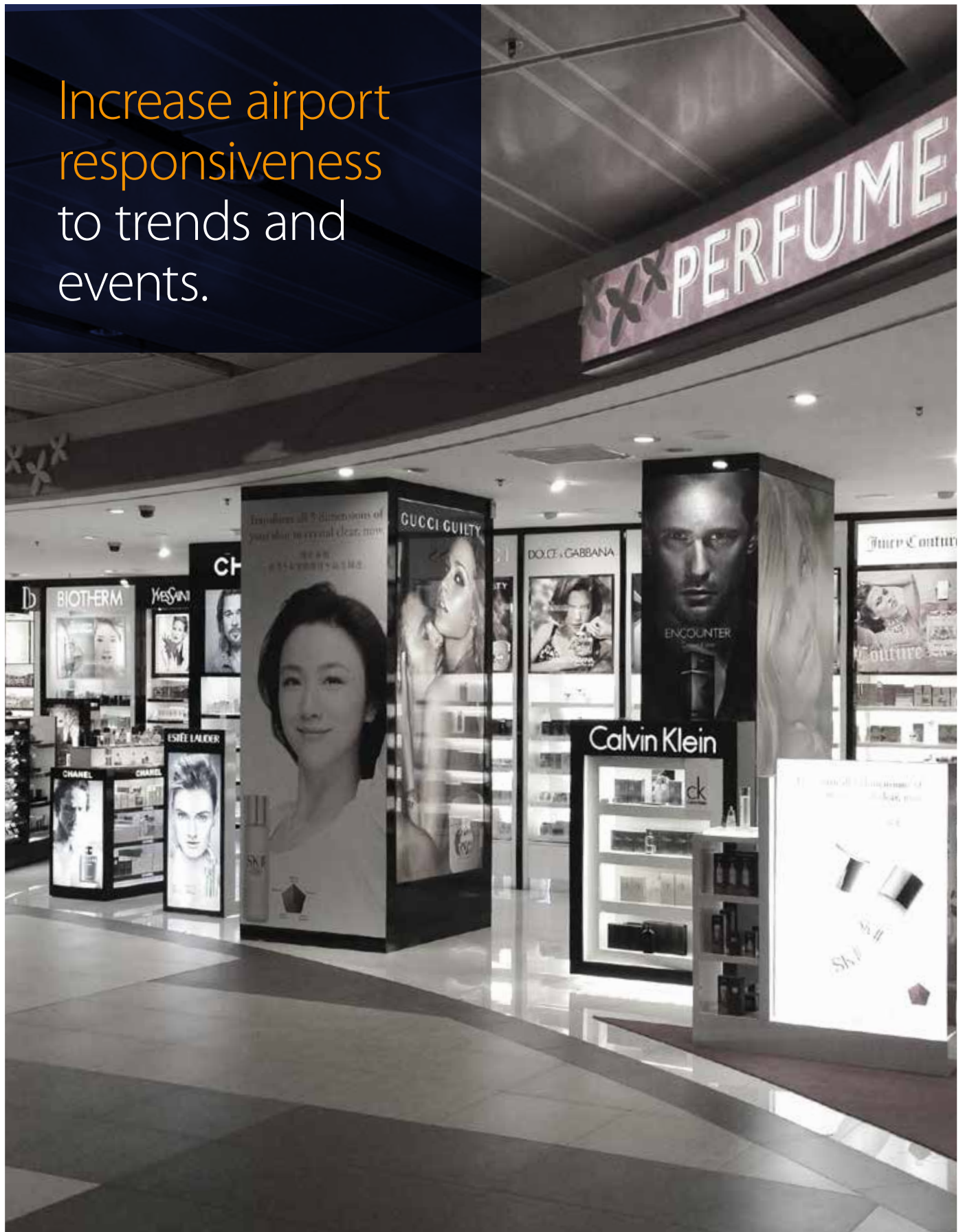


Manage property leases covering office space, counter tops, aircraft hangers, stores and more.

CA+ Architecture



Increase airport
responsiveness
to trends and
events.



Drive growth. Boost efficiency.

In many ways, airports have become large shopping malls and go beyond their primary scope of providing a transportation service to the community.

Burdened with ever increasing operational costs, airports seek to increase their profitability by enticing passengers to spend more, thus boosting their non-aeronautical revenues.

CA+ enables airports to achieve this with better control of their operations, increasing automation and productivity. It also provides the much needed insight and analytics for airports to be able to truly know their passengers, their business, and ultimately increase revenues.

Get in touch with us today and see how CA+ can instantly help boost airport revenues.



caplus.aero

Contact us to discuss your requirements and to view a demonstration of the **CA+ Airports Edition**.

A: CA Plus Ltd SkyParks Business Centre, Luqa, LQA 4000, Malta
T: +356 2131 9977 | **E:** info@caplus.aero