

Revenue Maximization



Powered by
Concessionaire Analyzer+



The profitability challenge

Airports are under continuous pressure to increase revenue and profitability, to fund future growth, modernize guest experiences and deliver increased returns to stakeholders.

With an average of 39.4% of global airports' revenues deriving from the non-aeronautical sector, and its increasing profitability, it's no wonder that many airports are turning to this US\$63.5bn industry to increase overall airport profitability (*Source: 2018 ACI Airport Economics Report*).

Non-aeronautical revenue offers some of the best growth opportunities and plays a crucial role in improving the overall guest experience. Unfortunately, many airports lack visibility into sales, trends and property data to make the best commercial decisions.

Powered by Concessionaire Analyzer+ technology, Veovo is at the heart of that transformation.



Maximizing airport revenues

Airport Commercial Teams want to be able to help their airports grow. They need upfront insights when planning their property portfolio, automated collection and analysis of sales data, and greater control over contract management and billing processes.

Veovo elevates the airport non-aeronautical sector by providing:

- + Automated systems for non-aero revenue management, resulting in timely access to detailed sales data and insight into cause and effect
- + Best practices coupled with expert advice based on customer experiences from around the world
- + Easily managed systems for small and large airport teams, with levers and tools to maximise non-aero, help concessions and operations improve, while being able to audit and report easily
- + Accelerated “time to benefits” allowing airport teams to extract value and insights fast
- + Ongoing investment and integration with other key airport data elements such as flight info, passenger dwell times, and passenger behaviours, allowing better informed decisions across airports
- + Quick turnaround for billing and reporting, including integration with back office systems

Unlock commercial growth

Airports across the globe are using Veovo to unlock commercial growth: by automating the collection of detailed sales data from all concessions, and centralizing the management of real estate, contracts, and billing. By combining data from flight schedules and predicted guest movements, airports can bring a new level of insight to their commercial planning and operations.

Key benefits

- **Control:** Streamlined operations paired with audited sales and revenues increase the ability to take more calculated business decisions
- **Efficiency:** Eliminate manual processes for data collection, billing calculations and lease management
- **Cost-reduction:** Reduce need for effort and cost associated with auditing
- **Insight:** Powerful performance analysis and reporting by pairing current sales and flight data with guest and commercial analytics

Our solution

Concession Contracts Management

Simplify the management of concessionaire contracts with one view across all contracted rights and obligations.

Improve flexibility of all lease contracts with automatically calculated rents and revenue shares varied by product category and destination of travel, threshold levels, minimum guarantees, fixed rents and consumable services such as electricity, water and marketing.

Sales Data Collection

Automated sales data collection unlocks many critical decisions. Veovo’s sales data collection focuses on being automated, real time, transactional and accurate.

Veovo is a hub for all sales transaction data, no matter what point-of-sale system is being used by the concession.

Data can be collected many ways – by direct integration with leading POS systems, data file extracts, or by automatically scanning receipts as they print.



Sales Data Collection Options

- **CA+ CAPTURE**
Captures receipt info as it is being printed with a thin application installed on the POS
- **CA+ COLLECT**
Allows concessions to export and submit their sales data automatically
- **CA+ INTERFACE**
Allows concessions to publish their sales data to a standard interface
- **CA+ POS**
An optional readily-compatible POS solution for airports
- **CA+ PORTAL**
Manual upload of sales data through a central and secure, user portal

Revenue Calculation and Billing

Automatically determine the revenue per transaction based on contracted agreements. Additional integration options are available in order to push and schedule billing with the airport's own ERP system.

Property and Utilities Management

Space and real estate planning: Connect maps of real estate space availability with insights on profitable routes, customer conversion rates, marketing and sales performance to manage airport real-estate, maximize customer satisfaction, increase retail spending and improve tenant negotiations.

Manage service term contracts such as offices, hangars, counter-tops, as well as utilities and services, through a central system. Users can also import utilities readings from different sources, simplifying further the billing process.

Value-added Concession Insights

Combine transactional sales data with guest and flight information to obtain unprecedented insight.

More than 170 pre-configured BI components based on airport KPIs enable commercial teams to:

- + Compare spending per passenger on different routes, airlines, product categories, concessions, time of day, location and more.
- + Benchmark, monitor and optimize the performance of concessions providing key insight on their performance
- + Drive operations decisions such as gate allocations to reflect shopping preferences and increase customer spend.



Arrive at Brilliant

With brilliant insights into their commercial operations, airports can transform their planning and operations and increase revenue.

Veovo Revenue Maximization, powered by Concessionaire Analyzer+ technology is at the heart of this new level of visibility, insight and control.

Find out why over 110 airports worldwide reach new heights with Veovo by visiting www.veovo.com

