



Highlights

- Manage assets and capitalize on their value by improving resource allocation, planning and scheduling
 - Create realistic schedules that minimize costs and maximize capacity, quality of service and employee productivity
 - Gain flexibility for fast, accurate responses to market and demand changes
 - Maximize revenue and profit with yield management, pricing optimization, dynamic packaging and optimal product bundles
-

IBM ILOG optimization solutions for travel and transportation

Facing economic change, increasing competition and rising customer expectations, travel and transportation companies need to efficiently manage their physical and human resources to deliver the maximum return on investment. Better planning and scheduling, infrastructure support and resource utilization are therefore critical to improve operational efficiency, revenue and competitive advantage.

IBM® ILOG optimization solutions for travel and transportation provide a full range of tools and methodologies for strategic planning, including tactical day-of-operations resource allocation and scheduling. The solutions also help strengthen your IT systems to optimize the use of resources such as trucks, rolling stock and airplanes as well as staff, drivers and crews to streamline operations. This improves punctuality, reliability, quality of service, customer satisfaction and employee quality-of-life.

Clearly, cutting operational costs is a top priority for travel and transportation companies. Maintaining a competitive advantage means targeting unnecessary processes or steps to identify where resources are underutilized—or even wasted. Optimization includes the strategic planning needed to position equipment and employees in the right locations at the right time while managing complex schedules, routes and networks. This also enables the flexibility you need to respond to changing market conditions and consumer demands.



The IBM ILOG optimization solutions address a range of business processes to help you make smarter business decisions including:

- Network planning—Design route networks that minimize traveled miles, meet service levels and assign the right fleet to the right stop at the right time.
- Shipment loading—Create the most efficient transportation plans to maximize cost efficiency and on-time service for mode selection, load consolidation, route selection and fleet scheduling.
- Workforce management—Plan and dispatch drivers, operators and crew using smarter scheduling and rostering.
- Transport vessel management—Improve strategic decision making in key areas, such as fleet sizing, resource planning, vehicle and maintenance scheduling, vehicle allocation and dispatch, or reactive scheduling to recover from transit disruptions.
- Asset management—Ensure fixed assets are utilized in ways that create the most value by efficiently allocating resources at the airport, shipyard or loading dock, and optimizing warehouse resources.
- Revenue management—Set price levels based on inventory amounts and forecast demand using dynamic pricing to adjust prices and fares based on demand and inventory evolution.

Conclusion

When travel and transportation companies need to overcome challenges, IBM has solutions tailored to meet their business needs. We rely on advanced optimization software that's tested, highly regarded and industry leading. We have extensive staff dedicated to implementing, executing and refining solutions at all levels of an organization.

For more information

To learn more about IBM ILOG optimization solutions for travel and transportation, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/travel



© Copyright IBM Corporation 2009

IBM Corporation
Route 100
Somers, NY 10589

Produced in the United States of America
December 2009
All Rights Reserved

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other product, company or service names may be trademarks or service marks of others.



Please Recycle
