

ExPretio

Enabling a More Competitive and Sustainable Passenger Rail Industry through AI-Driven Solutions



ExPretio Technologies Inc.

Montreal-based ExPretio is leading the way in helping passenger rail operators increase revenues, offer more adapted products, be better positioned against competitors and have more accurate passenger forecasts.

Passenger rail operators face a myriad of challenges when it comes to optimising their capacity management and maximising revenues. Operational costs and unpredictable demand are hurdles that need to be overcome, as is increased competition for contracts. These pre-existing challenges are now exacerbated in a post-COVID era.

Furthermore, especially in Europe, the landscape is becoming increasingly competitive with new entrants to the market. In this evolving world, it is key for

operators to put forward a diversified offer that caters to each passenger segment, ensuring they offer competitive products in terms of price and quality. Offering the right product to the right customer, at the right price, at the right time is the core of the revenue management practice. But, in the passenger rail industry, it is much more.

Improving Revenues and Competitiveness While Offering Attractive Products

AI-based software solutions in the realm of revenue management can help operators improve their competitiveness in a constantly evolving market by giving them a better understanding of passenger demand and adjusting their sellable products accordingly.



Appia's forecast and automated optimisation capabilities, combined with customisable dashboards and flexible rules allows revenue management at various levels of detail

This is made possible through detailed analysis of bookings, forecast of demand and optimisation of product availability at the origin-destination (OD) level. By turning data into actionable insights, rail operators can anticipate and proactively adjust to demand patterns opening or closing specific ticket types for different trains, classes, routes, ODs and sales horizons. In the passenger rail industry, the combination of possible products is significantly higher than any others (such as the airlines or hospitality) and requires specific solutions and optimisation capabilities.

Getting the Most out of Each Journey Requires Proper Tools and Skills

Leading the way in this area is ExPretio, which offers revenue management, competition positioning and demand forecasting software solutions to the passenger rail industry. Appia, ExPretio's flagship solution, leverages more than two decades of R&D in transportation and data analysis and has been recently revamped to use the latest and proven software-as-a-service (SaaS) technologies. Dozens of rail operators

worldwide leverage ExPretio's solutions and expertise, from international, national and regional railways to more specific operations such as night trains and shuttle services.

Thanks to recent advances in AI and their inclusion in ExPretio's solutions, much of the sales product optimisation process can now be automated – even in the case of incomplete datasets – and analysts can use ExPretio's software to make better tactical and strategic decisions, all while increasing revenue and improving overall productivity.

ExPretio's solutions are the result of years of R&D in Montreal, a world-renowned centre of excellence in public transportation, AI and big data research. *"You hear a lot about AI today, but that's just the tip of the iceberg,"* says Alexandre Savard, ExPretio's Director of Business Development, Sales and Marketing. *"Below the surface there's so much more going on. This is an area that has over two decades of advanced research behind it and we've been working closely with customers and partners to industrialise R&D to the benefits of rail operators and the communities they serve."*

The Balancing Act between Revenue Goals, Commercial Strategies and Business Constraints

Whether public or private organisations, passenger rail operators often must juggle conflicting objectives that extend beyond maximising profitability. These include, but are not limited to, minimising geographical discrimination, increasing and shifting ridership, addressing the needs of a wide range of customers, retaining or increasing market share, attracting passengers from air or car travel and optimising capacity allocation.

Balancing these can often be looked at as a multi-faceted optimisation problem, which can be addressed with ExPretio's software solutions.

"Our mission is to enable sustainable mobility through the supply and demand of intelligent solutions," says Carlos Triana, General Manager at ExPretio. "We believe that what is called revenue management should be seen as much as a tool to achieve financial sustainability as to make passenger rail more attractive towards a greener future."

Reinventing Passenger Rail Revenue Management for Today and Tomorrow

For over 20 years, ExPretio has reinvented revenue management for the rail industry by applying best

practices into a tailored-made solution for passenger rail. Similar solutions exist in other industries but often do not consider the specific complexities of rail. That is why some of the largest and most complex passenger rail operators in the world choose ExPretio to support their revenue management and competitive positioning activities.

"Implementing a revenue management solution is an overall commitment to introduce and exploit a sensible product structure, to formalise the decision-making processes, to better inform analysts, and to reduce commercial strategies' time-to-market," says Savard. "We work with our clients to grow their capabilities, optimise their fare range, train their staff and tune our models to cope with their unique goals. It's a process that evolves continuously and brings measurable results at every step. Furthermore, now that ExPretio is part of Modaxo, the synergies between businesses dedicated to public transport under one global roof magnify the benefits for the whole industry."

ExPretio will be exhibiting at World Passenger Festival in Vienna on 25–26 June. Come meet its team at **stand number 54** to discover more about the company and its solutions, or you can visit www.expretio.com for further information.

ExPretio

Montreal,
worldwide AI hub

