

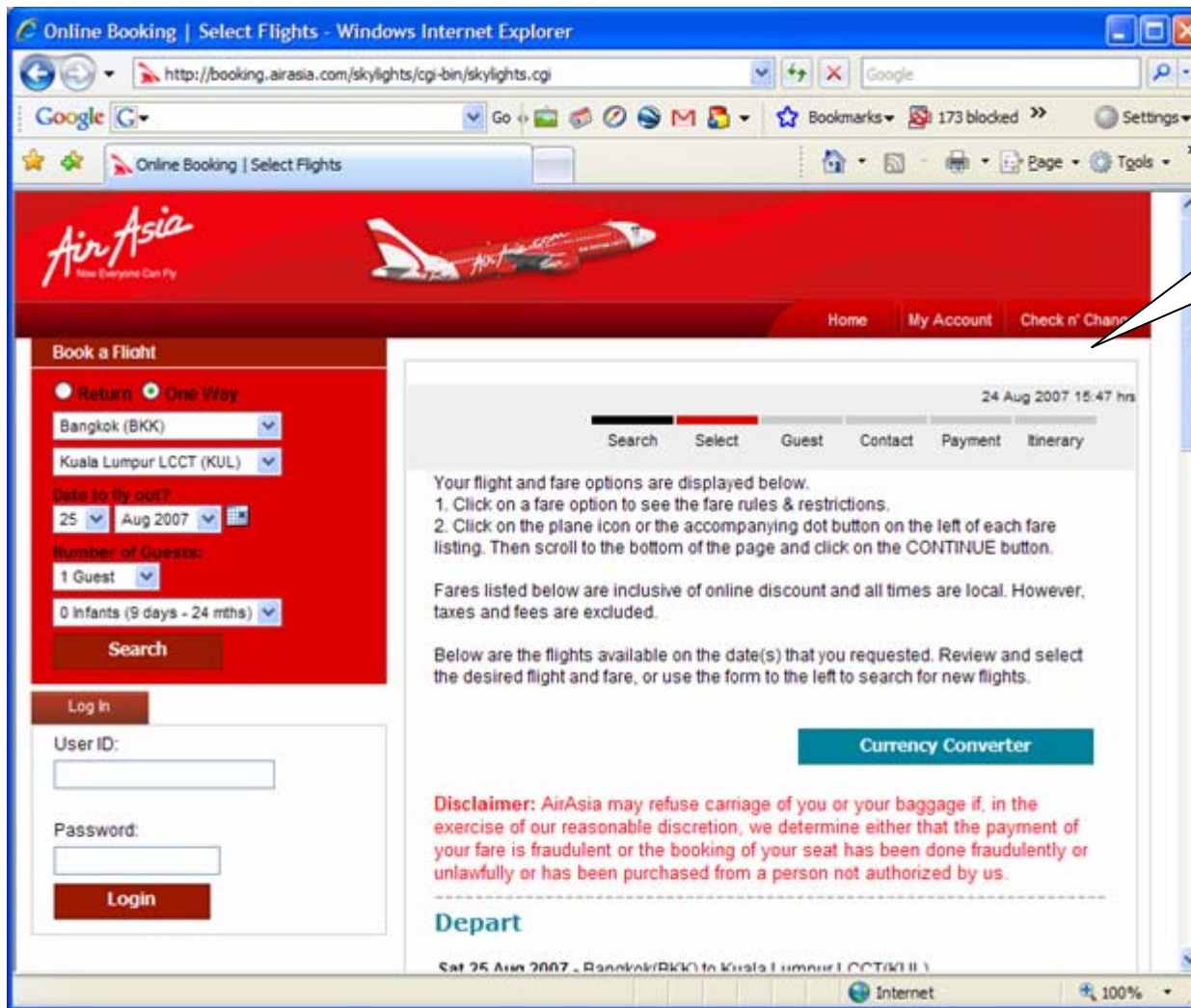
Electronic Capacity & Price Management

September, 2007

René Bendt

rb@arl-consulting.com

Most of us have tried..



Booking an
airline ticket
on the
internet

We ask for..

Book a Flight

Return One Way

Bangkok (BKK)

Kuala Lumpur LCCT (KUL)

Date to fly out?
 25 Aug 2007

Number of Guests:
 1 Guest

0 Infants (9 days - 24 mths)

This

And we get...

Depart

Sat 25 Aug 2007 - Bangkok(BKK) to Kuala Lumpur LCCT(KUL)

Flight	Departs	Arrives	Passenger	Fare	Type
AK 883	1515 (BKK)	1820 (KUL)	<input type="radio"/> Adult	3,049.00 THB	T FARE
FD 3573	1655 (BKK)	2000 (KUL)	<input type="radio"/> Adult	3,049.00 THB	T FARE
AK 887	1745 (BKK)	2050 (KUL)	<input checked="" type="radio"/> Adult	2,609.00 THB	U FARE
AK 885	2020 (BKK)	2325 (KUL)	<input type="radio"/> Adult	3,049.00 THB	T FARE

We get more options than we asked for..

Sun 26 Aug 2007 - Bangkok(BKK) to Kuala Lumpur LCCT(KUL)

Flight	Departs	Arrives	Passenger	Fare	Type
FD 3571	0710 (BKK)	1015 (KUL)	<input type="radio"/> Adult	3,049.00 THB	T FARE
AK 881	1000 (BKK)	1305 (KUL)	<input type="radio"/> Adult	3,589.00 THB	M FARE
AK 883	1515 (BKK)	1820 (KUL)	<input type="radio"/> Adult	3,589.00 THB	M FARE
FD 3573	1655 (BKK)	2000 (KUL)	<input type="radio"/> Adult	3,589.00 THB	M FARE
AK 887	1745 (BKK)	2050 (KUL)	<input type="radio"/> Adult	4,349.00 THB	H FARE
AK 885	2020 (BKK)	2325 (KUL)	<input type="radio"/> Adult	3,589.00 THB	M FARE

Price differs for options..

Mon 27 Aug 2007 - Bangkok(BKK) to Kuala Lumpur LCCT(KUL)

Flight	Departs	Arrives	Passenger	Fare	Type
FD 3571	0710 (BKK)	1015 (KUL)	<input type="radio"/> Adult	1,639.00 THB	V FARE
AK 881	1000 (BKK)	1305 (KUL)	<input type="radio"/> Adult	1,959.00 THB	P FARE
AK 883	1515 (BKK)	1820 (KUL)	<input type="radio"/> Adult	1,959.00 THB	P FARE
FD 3573	1655 (BKK)	2000 (KUL)	<input type="radio"/> Adult	1,639.00 THB	V FARE
AK 887	1745 (BKK)	2050 (KUL)	<input type="radio"/> Adult	1,639.00 THB	V FARE
AK 885	2020 (BKK)	2325 (KUL)	<input type="radio"/> Adult	1,639.00 THB	V FARE

We even get option to buy a cheaper ticket another day than we asked for...

After we have made our choice..

24 Aug 2007 16:11 hrs

Search Select **Guest** Contact Payment Itinerary

Guest Information

Rene, Bendt

1.	Title *	First Name *	Last Name/Surname *
	Mr	Rene	Bendt
	Date of Birth *	Identification/ Passport number *	
	07 Oct 1966	dk123456789	
	Issuing Country *	Expiration Date	
	Denmark	01 Jan 2016	

(guests with a single-word name eg just "Yatie" are required to fill "-" in "First Name" and "Yatie" in "Last Name/Surname".)

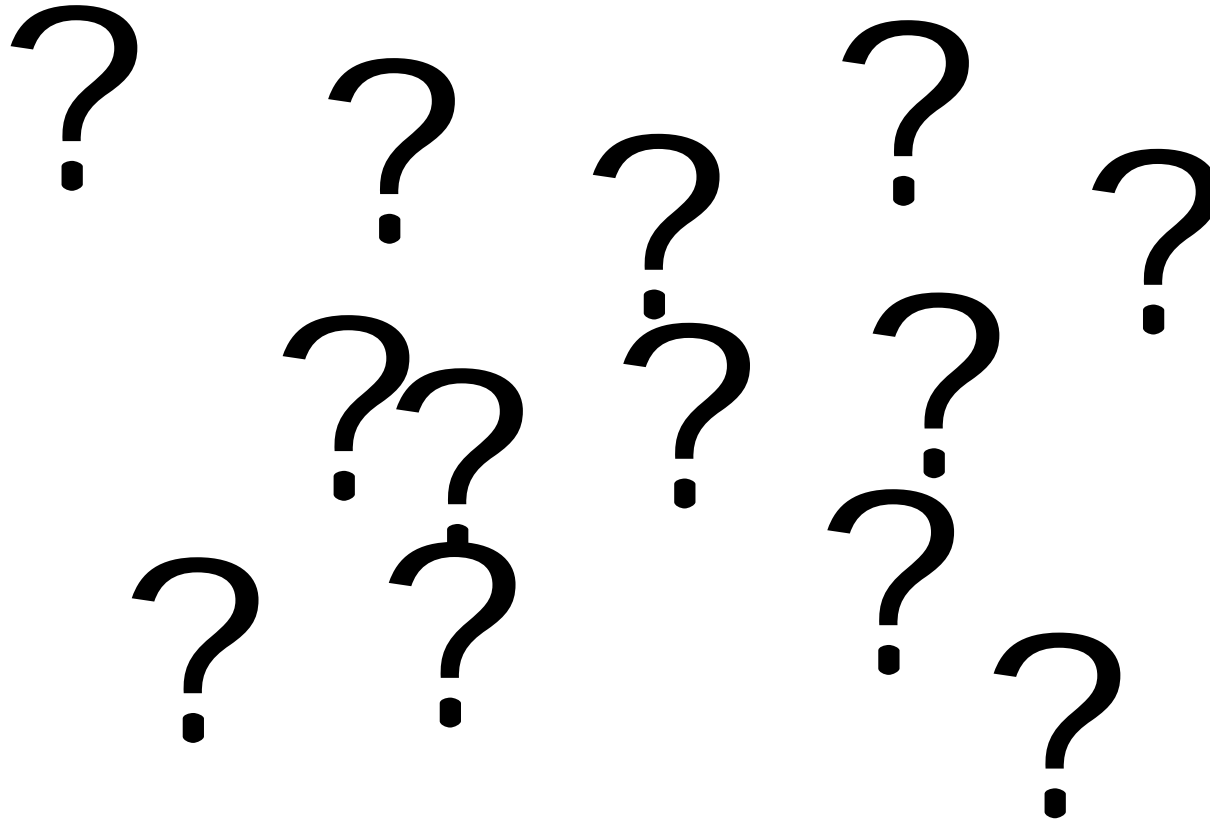
Yes! I want Xpress Boarding
For an affordable fee, you can be one of the first in line to board the aircraft and enjoy a greater selection of seats with the option to disembark first. Sounds good? Say YES to Xpress Boarding now!
*If you choose this option, you will not be able to use the Web Check-In and Kiosk Check-In service.

We get an offer to buy an extra service at an extra cost

Conclusion..

- Differentiated prices for same service
- More options than we ask for.. even some cheaper than option we asked for..
- Price for same service change over time.. (instant quote validity only)
- Value-adds are promoted and priced individually

Why won't this work for cargo???



VehicleCapacityManager & eSpaceBooking

The screenshot shows the ARL Vehicle Capacity Manager and eSpaceBooking Portal website. The browser window title is "ARL Vehicle Capacity Manager and eSpaceBooking Portal - Windows Internet Explorer". The address bar shows "http://arl-shipping.com/vcm/". The page features a navigation menu with links: Home, Process, Try now, Sign-up, Login, FAQ, Support, About, and Contact. A dropdown menu for "Select provider" is open, listing options: Select provider, Polish Ferry Corporation, Red Sea Deliveries, South Siberian Railroads, and UK Network of Railway Lines. The main content area includes the heading "ARL VehicleCapacityManager & eSpaceBooking Platform!" and a sub-heading "The IT platform to improve your transport asset utilization and let customers book space around the clock." Below this is a photograph of a large industrial structure, likely a port or warehouse. To the right, there is a "Sponsored links" section with three ads: "International Movers", "Pill Container Products", and "Bulk Shipping Solutions". On the far right, a vertical sidebar contains several buttons: "ARL-Shipping", "Container Terminal Solutions", "Yard miniInventory", and three "Coming soon" buttons. The browser's status bar at the bottom shows "Internet" and "100%".

Customer Identify

arl-shipping.com eSpaceBooking - Windows Internet Explorer

http://platforms.arl-shipping.com/VCMPublic/esb.html?Code=SSR

VehicleCapacityManager & eSpaceBooking Platform

eSpaceBooking

Transportation services in the 21st century. Get your freight quote online, at a time when you need it, and book space.

Requestor (step 1 of 3)

Please let us know who you are so we can give you the best possible service.

Requestor

Company:

Contact person name:

Contact details

E-mail:

Confirm e-mail:

Phone:

A confirmation e-mail will automatically be sent repeating all information you enter for your freight quote request and space booking, together with details about the selected transport offering and the price offered by the transport provider.

Your details are automatically stored on this computer so you don't need to retype next time.

Sponsored links

Ads by Google

[International Movers](#)
Get fast and easy quotes, from several international movers.
[Compare-International-Movers.co](#)

[Air Ambulance Transport](#)
Strategically Located Worldwide! 24hr, 7-day Dispatch & Info Center
[www.AirAmbulanceWorldwide.co](#)

[Freight logistics](#)
Find Logistics Services & Tools Now. Start Your Search Here!
[www.LogisticsDirectory.net](#)

Capture Transport Requirements

arl-shipping.com eSpaceBooking - Windows Internet Explorer
http://platforms.arl-shipping.com/VCMPublic/esb.html?Code=SSR

VehicleCapacityManager & eSpaceBooking Platform

eSpaceBooking

Transportation services in the 21st century. Get your freight quote online, at a time when you need it, and book space.

Requirements (step 2 of 3)

Requestor: Mr. Dmitry from Fur Coat Exports
Contact details: E-mail dim@furcoat.com and phone +7 2331 4422

Please state your transport requirements so we can locate the best matching options and prices to choose from.

Service:
Central Siberian Link

From: Novosibirsk To: Irkutsk

Departure date: 02-Oct-2007 Arrival date

Volume: 2 of 20DRY

<< Previous Next >>

Sponsored links

Ads by Google

[International Movers](#)
Get fast and easy quotes, from several international movers.
[Compare-International-Movers.co](#)

[Air Ambulance Transport](#)
Strategically Located Worldwide! 24hr, 7-day Dispatch & Info Center
[www.AirAmbulanceWorldwide.co](#)

[Freight logistics](#)
Find Logistics Services & Tools Now. Start Your Search Here!
[www.LogisticsDirectory.net](#)

Freight Quotes Presented and Selected

VehicleCapacityManager & eSpaceBooking Platform

eSpaceBooking

Transportation services in the 21st century. Get your freight quote online, at a time when you need it, and book space.

Book (step 3 of 3)

Requestor: Mr. Dmitry from Fur Coat Exports
Contact details: E-mail dim@furcoat.com and phone +7 2331 4422

Volume: 2 of 20DRY

Please choose your preferred transport offering and enter booking details.

From: Novosibirsk	To: Irkutsk	Price
<input type="radio"/> 08-Oct-2007 02:00	10-Oct-2007 09:00	1800 Rubbles
<input type="radio"/> 10-Oct-2007 12:00	12-Oct-2007 19:00	3000 Rubbles
<input checked="" type="radio"/> 17-Oct-2007 14:00	19-Oct-2007 21:00	2800 Rubbles
<input type="radio"/> 20-Oct-2007 00:00	22-Oct-2007 07:00	2800 Rubbles
<input type="radio"/> 27-Oct-2007 02:00	29-Oct-2007 09:00	2800 Rubbles

Cargo:

Receiver:

Reference#:

<< Previous Next >>

Sponsored links

Ads by Google

[International Movers](#)
Get fast and easy quotes, from several international movers.
[Compare-International-Movers.co](#)

[Air Ambulance Transport](#)
Strategically Located Worldwide! 24hr, 7-day Dispatch & Info Center
[www.AirAmbulanceWorldwide.com](#)

[Freight logistics](#)
Find Logistics Services & Tools Now. Start Your Search Here!
[www.LogisticsDirectory.net](#)

Booking Confirmation

arl-shipping.com eSpaceBooking - Windows Internet Explorer

http://platforms.arl-shipping.com/VCMPublic/esb.html?Code=SSR

VehicleCapacityManager & eSpaceBooking Platform

eSpaceBooking

Transportation services in the 21st century. Get your freight quote online, at a time when you need it, and book space.

Confirmation

Your booking is confirmed with booking# 000032!

Requestor: Mr. Dmitry from Fur Coat Exports
Contact details: E-mail dim@furcoat.com and phone +7 3051 4422

Volume: 2 of 20DRY

From: Novosibirsk on 17-Oct-2007 14:00
closing deadline for delivery to our service point is 17-Oct-2007 14:00

To: Irkutsk on 19-Oct-2007 20:00
availability for pick-up from our service point is 19-Oct-2007 21:00

Price: 2800 Rubbles

Cargo: Fur Coats
Receiver: Balkai Fur Imports
Reference#: PO20074433

You will receive a confirmation e-mail within a few minutes.

Create new booking

Sponsored links

Ads by Google

[International Movers](#)
Get fast and easy quotes, from several international movers.
[Compare-International-Movers.co](#)

[Air Ambulance Transport](#)
Strategically Located Worldwide! 24hr, 7-day Dispatch & Info Center
[www.AirAmbulanceWorldwide.com](#)

[Freight logistics](#)
Find Logistics Services & Tools Now. Start Your Search Here!
[www.LogisticsDirectory.net](#)

Supported Business Flow

- Schedule Setup
- Define Products
- Set Price and Demand/
Supply Mechanisms
- Define and Price Value-
Adders
- Give Quote and Receive
Booking
- Manage Space/ Capacity
- Transfer Bookings to
Execution System

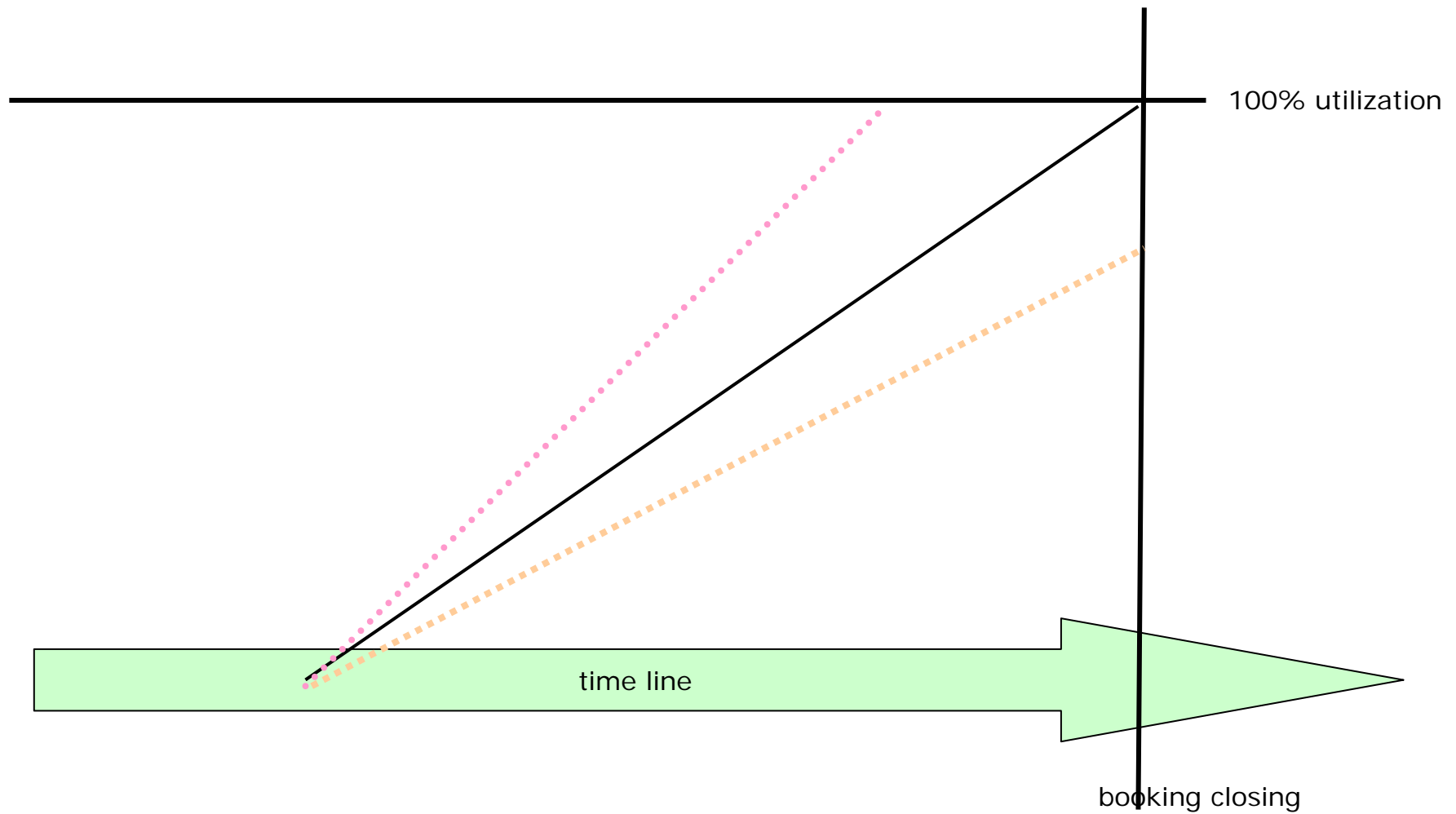
Supported Business Flow

- Schedule Setup
- Define Products

▪ Set Price and Demand/ Supply

- Define and Price Value-Adders
- Give Quote and Receive Booking
- Manage Space/ Capacity
- Transfer Bookings to Execution System

Automated Price Parameters



Supported Business Flow

- Schedule Setup
- Define Products

Set Price and Demand/Supply

- Define and Price Value-Adders
- Give Quote and Receive Booking
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- Transfer Bookings to Execution System

	From: Novosibirsk	To: Irkutsk	Price
<input type="radio"/>	08-Oct-2007 02:00	10-Oct-2007 09:00	1800 Rubbles
<input type="radio"/>	10-Oct-2007 12:00	12-Oct-2007 19:00	3000 Rubbles
<input checked="" type="radio"/>	17-Oct-2007 14:00	19-Oct-2007 21:00	2800 Rubbles
<input type="radio"/>	20-Oct-2007 00:00	22-Oct-2007 07:00	2800 Rubbles
<input type="radio"/>	27-Oct-2007 02:00	29-Oct-2007 09:00	2800 Rubbles

____ days _____

Use utilization profile ?

Forecast above ideal by 10%
 % higher price

Forecast below ideal by 10%
 % lower price

Use current booking ?

Booking above ideal by 10%
 % higher price

Booking below ideal by 10%
 % lower price

Supported Business Flow

- Schedule Setup
- Define Products
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Supply Mechanisms
- Define and Price Value-
Adders
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Supported Business Flow

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- Define Products
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Supply Mechanisms

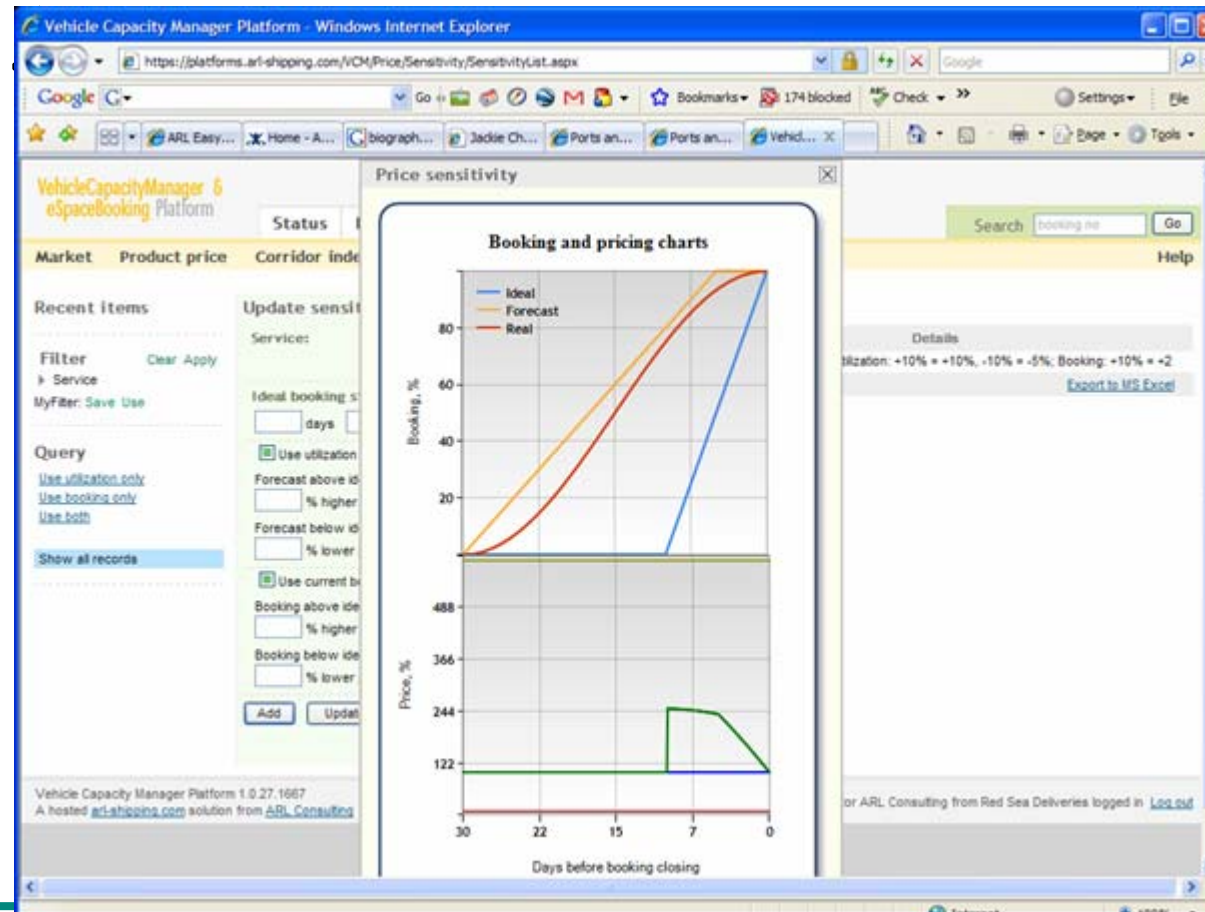
▪ Define and Price Value-Adders

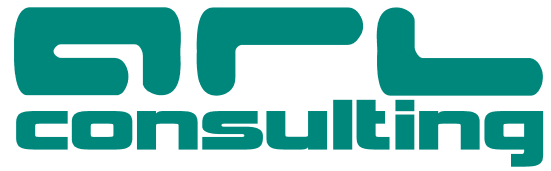
- Give Quote and Receive
Booking
- Manage Space/ Capacity
- Transfer Bookings to
Execution System

- Already?
- CAF, BAF, Handling..
- What about..?
- No-show allowed..
- 24 hour cancellation
allowed..
- Extended closing..
- Early pick-up
- Self-service documents

VehicleCapacityManager

- For any scheduled transport offerings (rail, barge, vessel, truck, -agent & NVO).





Thank you



**For more:
arl-shipping.com**