



CONCESSIONAIRE ANALYZER+



Retail Solutions for Airports



Maximization of revenue from retail concessionaires is one of the primary imperatives for a successful airport terminal operator at a time when they increasingly rely on non-aviation revenue streams and the starting point is analysing the dynamics of the retail activities.

Concessionaire Analyser+ is a software solution that allows you to gather sales data from your concessionaires and to extract the business intelligence from this data. Concessionaire Analyser+ allows you to slice and dice your data by destination, by flight, by carrier, by product category, by concessionaire, by day of the week, time of the day etc. all allowing you to better understand retail activities and help you to maximize your revenue.

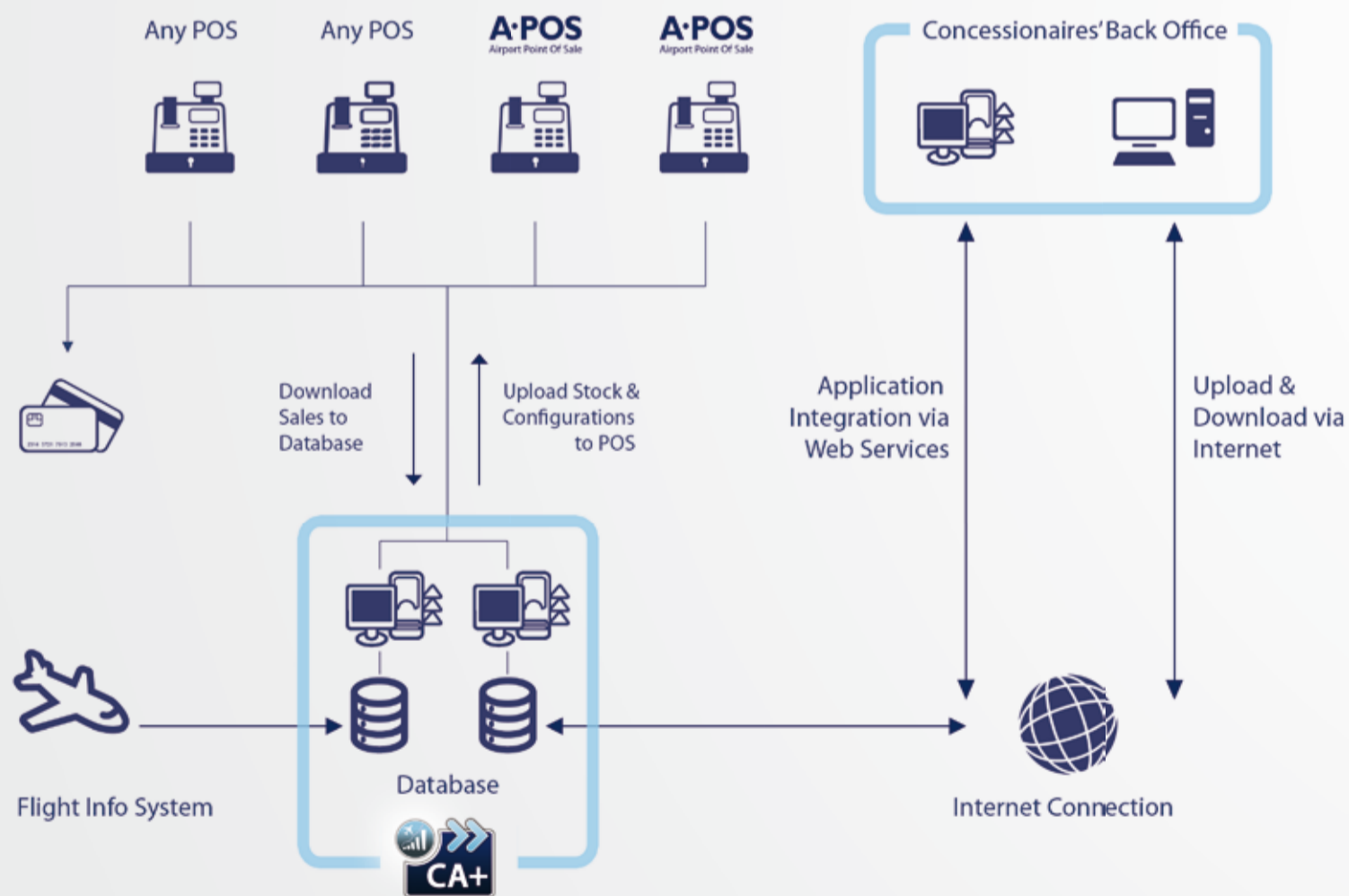
This business intelligence enables a terminal operator to better negotiate airport charges with carriers as they have access to statistics of spend and the terminal's share of revenue on each route and carrier. It also allows better negotiation with concessionaires as they are held from a position of strength based on the statistics..

Concessionaire Analyser+ allows sales data from concessionaires to be centrally collected analysed, reported on, audited and used for invoicing of revenue-sharing concessions.

Uploading of Sales Data

Concessionaires are able to submit their sales data to Concessionaire Analyser+ from their own POS systems using a choice of technology agnostic web services, CSV files or even Microsoft Excel™ ensuring that they can use the technology most appropriate for their IT systems and smoothly interface with Concessionaire Analyser +.

Retail Concessionaire Architecture for Airports



Implementation of Shireburn's **Concessionaire Analyser+** and **Airport Point of Sale (A.POS)** provides stakeholders with the following benefits:

Monitoring of Sales - The ability of the airport operator to ensure monitoring of sales effected by the retail outlets, and thus ensure correct revenue share collection from concessionaires.

Statistics - The capability of the operator to access sales statistics by flight/route, time of day and many other factors across the operation within their retail space ensuring maximum profitable utilisation of the retail space.

Centralised IT Services – The opportunity for centralisation of support and IT service provision by one contractor rather than each concessionaire having its own IT contractor. This improves security and management of access to controlled areas as well as reducing IT management costs and is particularly important in inaccessible retail spaces such as on cruise liners and ferries where a variety of solutions makes IT management more difficult.

Customised Needs – The ability to implement specific requirements such as interfacing to flight information management systems into one standard system is made simpler and thus cheaper having one IT contractor being required to undertake this interface.

Fully functional POS capabilities – The optional ability to impose one uniform Point-of-Sale system across all or a range of concessionaires ensuring the security of revenue, more effective centralised integration with FIDS and improved IT support for retail operations and maximise efficiency at the POS.

Easier Uploading & Downloading – The availability of various technical solutions for uploading inventory details and configuration settings as well as the downloading of sales and audit information through various secure remote access channels when the module is also implemented.

Ease of Updating – The solution allows updates to the software to be centrally deployed and pushed out to selected shops.

Because each concessionaire will have their own IT system to manage their back-end inventory process, Shireburn's offers a number of interfaces to allow uploading and downloading of data via a number of web services. Concessionaires can upload and download their POS data using any combination of the following methods:

- via a secure web site
- via an Excel spreadsheet which links to the update web service
- via integration of their back-end systems through web services

Worried about security and control at the Point-of-Sale?

Consider deploying Airport. POS to your concessionaires.

Airport.POS is a fully functional Point-of-Sale solution designed specifically for airport terminal operators with:

interfaces to Flight Information Systems (FIDS), differential destination based tax and pricing, airline delay voucher management extensive multi-currency support as well as all the standard features you would expect from a POS solution. Ready-made integration between Airport.POS and Concessionaire Analyser+.

Airport terminals may choose to deploy Airport. POS at some or all of their concessionaires to ensure secure and automated sales data collection in real-time. Some concessionaires may use their own POS solution while others use Airport.POS.

Sales and product data on Airport.POS can be automatically synchronised to concessionaire's back office systems using either web services, CSV files or Microsoft Excel allowing easy updating of stock and pricing and downloading of sales and audit information.



intelligent.
Airport Management

satisfied.
Airport Shoppers

efficient.
Airport Shop Owners



Shireburn Software's Concessionaire Analyzer+ offers the following functionality:

- the deployment of a centralised secure database to receive details of all transactions from all concessions allowing:
 - billing for concession fees by the operator
 - analysis of sales performance by concession, by flight, by time of day etc.
- extensive reporting
- optional deployment of standard POS software systems in all concessions supporting both product retail activities as well as catering establishments
- integration with credit card payment clearance modules supporting EMV (Chip & Pin) facilities (customised bank specific implementation required).
- support for promotional schemes such as buy-one-get-one free etc
- cash reconciliation as well as multi-currency and multi-payment method support
- management of online payment vouchers in case of delays
- integration to Flight Information Systems
- security sub-system to allow granting of limited functionality to users of different access levels
- automated updating of POS sales and audit data to Concessionaire Analyzer+
- secure access by concessionaires to their data (and only their data) within the database (over a TCP/IP connection) to allow downloading of sales transactions and uploading of stock details, pricing, user rights and POS configuration options etc

Audit & Control

Critical functions available in Airport.POS such as price determination, discount levels, ability to invoice etc are controlled by a secure function which can be allocated to a user group. When allocated to a group that a particular user belongs to, that user will be able to access and unlock that feature. This allows tight control of who can undertake what tasks.

One can swap user ID in the middle of a transaction to allow a supervisor access to features required on a particular sale, such as the provision of a discount. All transactions are fully audited and date, time and user ID stamped. In addition, other critical tasks such as price changes and the opening of the cash drawer are also audited.

The technological architecture of the product was designed based on principles of a Service Oriented Architecture (SOA).

Contact us now for a demonstration of Shireburn's Concessionaire Analyzer+ and the Airport.POS.



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