

Mazro Consulting

The key to success in revenue accounting

OUR EXPERIENCE COUNTS

Our experience covers all aspects of revenue accounting, from operations and management, through to system specification, design, development, purchase and sale.

Whatever your requirement, we can help with practical, real-world advice and solutions, and help you to deliver highly cost-effective improvements.

Airline revenue accounting is a complex business, one where the complexity is often underestimated. The need to maintain revenue accuracy and reporting schedules in a rapidly changing environment creates challenges for even the biggest and most advanced airlines. This is often an even more pressing problem for smaller airlines, since they have fewer resources available to cope with these demands. Mazro Consulting can help.

We understand the environment

Since our formation 1998, we have worked for airlines all over the world. We are familiar with a wide variety of different business environments, supporting systems and technology. We specialise in supporting airline revenue accounting operations and all associated revenue management and customer service functions such as sales, pricing and passenger management. Our experience is wide-ranging and comprehensive. From problem-definition to solution specification and implementation, our experience is second to none.

Your best interests are our business

You can always be sure that our only purpose is to protect your company's interests. As a neutral company, we have no systems or accounting services of our own to promote, and therefore our advice can never be biased towards our own interests. However, since we maintain good relations with a large number of suppliers, we are well placed to advise you on particular choices.

We maximise cost-effectiveness

We don't start with the proposition that all your existing systems and processes must be scrapped. Rather, we look for the most cost-effective reconciliation between available systems and existing business processes and procedures. Instead of extending budgets to cover system development for every possible need, we look for low cost ways to make smaller changes that deliver major benefits. We identify where minor changes to working practices can achieve a better fit with planned or existing systems, to provide a more cost-effective overall solution than major system re-development.

We work with your teams, not against them

We avoid the use of top-heavy management consultancy approaches, preferring to work with your staff to address root causes, and build up solutions from there. As a result, we gain the buy-in of all involved, and help them to maximise the airline's potential. Even where external factors mean that a particular approach is mandated, we can help to smooth the way forward, minimise friction and avoid drag on the airline's performance. We transfer our experience to you, and ensure that you reap the benefit.

The logo for Mazro Consulting, featuring the word "MAZRO" in a bold, purple, sans-serif font. The letters are slightly shadowed, giving it a three-dimensional appearance.

When did you last check your health?

Mazro can help. A health check is a fast, simple and effective way to take stock of your current revenue accounting operation, and identify improvements that can often be delivered at marginal cost. We will review your existing processes, focusing on aspects of particular concern and comparing them to optimal industry practices. We will identify process and system bottlenecks, and determine how to eliminate them. By taking a fresh look at your business needs, your processes, your systems, and the way you use them, we can help you to deliver major improvements at a much lower cost than you might expect.

When you really have to change your revenue system

Mazro Consulting also assists airlines and other travel industry participants to determine the most appropriate software or service solution to meet their needs.

We will work with your end-user departments to specify the desired business solution, and then assist you to draw up the necessary requests for information (RFIs) or tender documents. In doing so, we bring our experience of the airline industry and software market to enable your staff to focus on the most cost-effective solutions, and meet your business objectives as quickly as possible.

We will aid you during the procurement phase, assess potential vendors and systems, and advise on contractual terms and guarantees.

Once the new system has been chosen, we will assist your project staff in implementing the new system or service by developing new working practices and business processes so that the software system and the business fit together seamlessly.

Mazro Consulting can smooth your path all the way from problem identification to final solution. Let us take the strain for you.

Whatever the problem, we can help

Mazro Consulting helps to resolve difficulties across the business, in functions that interface with revenue accounting units. These include airports and sales offices and their ticketing, reporting and uplift practices; sales and pricing managers and their discount control requirements; management information and reporting requirements from revenue accounting systems, and training in fares, ticketing and revenue accounting. If these are areas of concern, we have the experience to assist you.

Our goal is to maximise revenue efficiency

With all our experience in the airline industry, we are well placed to bring the knowledge you need to help you to operate effectively in the current climate. Whether you simply wish to 'do more with less', or have out-grown your existing business model or plan new developments, we can help you to achieve that competitive advantage.

Contact us today, and see how we can help you.

Mazro Consulting
170/171 Monkton
Broughton Gifford
Wilts SN12 8NZ
United Kingdom

www.mazro.com

tel: +44 (0)1225 899346
fax: +44 (0)1225 705871
email: info@mazro.com

The logo for Mazro Consulting, featuring the word "MAZRO" in a bold, purple, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance.