



Figure 11.6. A quantity-based RM (airline RM) user interface (Courtesy: PROS Strat. Solns. Inc.).

to download and run the interface. Administration and control can be performed remotely as well, since only an Internet connection is needed. This is especially useful for a firm such as a hotel chain, which has to manage physically dispersed properties. Managers at the properties can access the system through a browser. In theory, the Web UI can be viewed from any browser, although in practice differences in browser versions, platforms, and capabilities create their own problems.

Figures 11.6 and 11.7 show two examples of RM software user interfaces—a screen shot of a quantity-based RM for the airline industry and a screen shot of a markdown pricing-optimization software system.

11.2.3 GDS, CRS, and PMS Interfaces

Hotels, airlines, and rental-car companies receive a substantial number of their bookings through global distribution systems (GDSs). The GDSs communicate with a firm's reservation system (host CRS for an airline or directly to the property management system (PMS) of a hotel), either periodically or for each booking request, to query for availability, retrieve passenger records, or process bookings (see Section 11.2.3.2 on seamless availability). Different GDSs are popular in different parts of