



Jacobson
Consulting
Applications, Inc.



THE PRICING INSTITUTE
PRICING INSIGHT FOR THE ARTS

Revenue Management Application

What's New in v3.0

*Jacobson Consulting Applications, Inc. and The Pricing Institute
This User Guide is compatible with version 3.0 of the Revenue Management Application.
Confidential and Proprietary Work Product*

**Copyright 2012 by Impresario L.L.C., The Pricing Institute and/or Jacobson Consulting Applications, Inc. (as an unpublished work subject to limited distribution and restricted disclosure only).
All Rights Reserved**

NOTICES

The material contained in this manual is protected by the copyright laws of the United States of America and by international treaty as an unpublished work. Unauthorized use, reproduction or distribution of the material contained in this manual is punishable by civil and criminal penalty.

This material contains proprietary, confidential, and trade secret information of Impresario L.L.C., The Pricing Institute and/or Jacobson Consulting Applications, Inc. (JCA) and is provided solely for use by licensees of the Tessitura Software® program and their authorized employees. Except as expressly authorized by Impresario L.L.C., The Pricing Institute and/or JCA pursuant to the terms of a written license agreement, no part may be used, disclosed, distributed, reproduced, transcribed, stored in a retrieval system, adapted or transmitted in any form by any means, electronic, mechanical, magnetic, optical, chemical, manual or otherwise.

Tessitura Software is a registered trademark of Impresario L.L.C.

Microsoft, Windows, Windows 98, Windows XP, Windows 2000, Windows Server 2003, Windows NT, Windows Vista, SQLServer, Office, Word, Access and Excel are registered trademarks of Microsoft Corporation.

Dundas CHART for Windows is a registered trademark of Dundas Data Visualization, Inc.

All other brand or product names mentioned in these materials are the trademarks or registered trademarks of their respective companies.

THE MATERIAL CONTAINED IN THIS MANUAL IS FURNISHED "AS IS" WITHOUT WARRANTY OF ANY KIND AND ALL WARRANTIES EXPRESS OR IMPLIED, ARE HEREBY EXCLUDED (INCLUDING, WITHOUT LIMITATION, ANY CONDITIONS OR WARRANTIES RELATING TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). IMPRESARIO L.L.C., THE PRICING INSTITUTE AND/OR JCA SHALL NOT BE LIABLE FOR ANY TECHNICAL OR EDITORIAL INACCURACIES OR OMISSIONS MADE HEREIN.

The material contained in this manual is subject to change without notice. Impresario L.L.C., The Pricing Institute and/or JCA assume no obligation to keep customers informed of any inaccuracies, updates, additions, deletions or other changes or modifications to any of the material contained in this manual.

IMPRESARIO L.L.C., THE PRICING INSTITUTE AND/OR JCA SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL, PUNITIVE OR EXEMPLARY DAMAGES OR FOR LOST PROFIT, REVENUE, USE OR DATA IN CONNECTION WITH THE MATERIAL CONTAINED IN THIS MANUAL, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH LOSS.

Licensees are solely responsible for their use of this manual and the software to which it relates in full compliance with all applicable laws, rules and regulations and Impresario L.L.C., The Pricing Institute and/or JCA assume no responsibility for informing licensees of any applicable laws, rules or regulations or any changes thereto that might occur from time to time.

Revenue Management Application

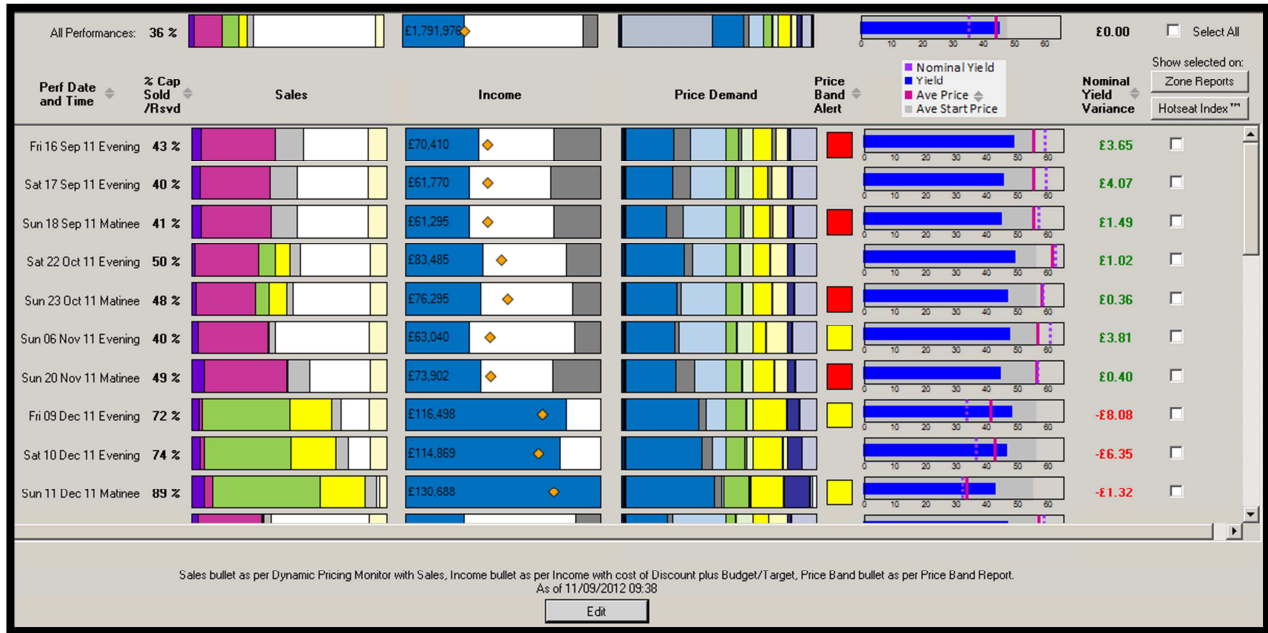
What's New in v3.0

1.	<u>MONITORING DASHBOARD</u>	4
2.	<u>IMPROVED USER INTERFACE AND MY REPORTS FOLDERS</u>	5
3.	<u>PRICE HISTORY REPORTING</u>	5
4.	<u>PERFORMANCE BUDGETS</u>	6
5.	<u>THE PRICING INSTITUTE HOTSEAT INDEX™ HOLDS MEASURE</u>	7
6.	<u>CONFIGURABLE TABLE REPORT</u>	7
7.	<u>PRICE BAND REPORT</u>	7
8.	<u>ADDITIONAL DIAGNOSTIC VIEWS</u>	8

Revenue Management Application

What's New in v3.0

1. Monitoring Dashboard



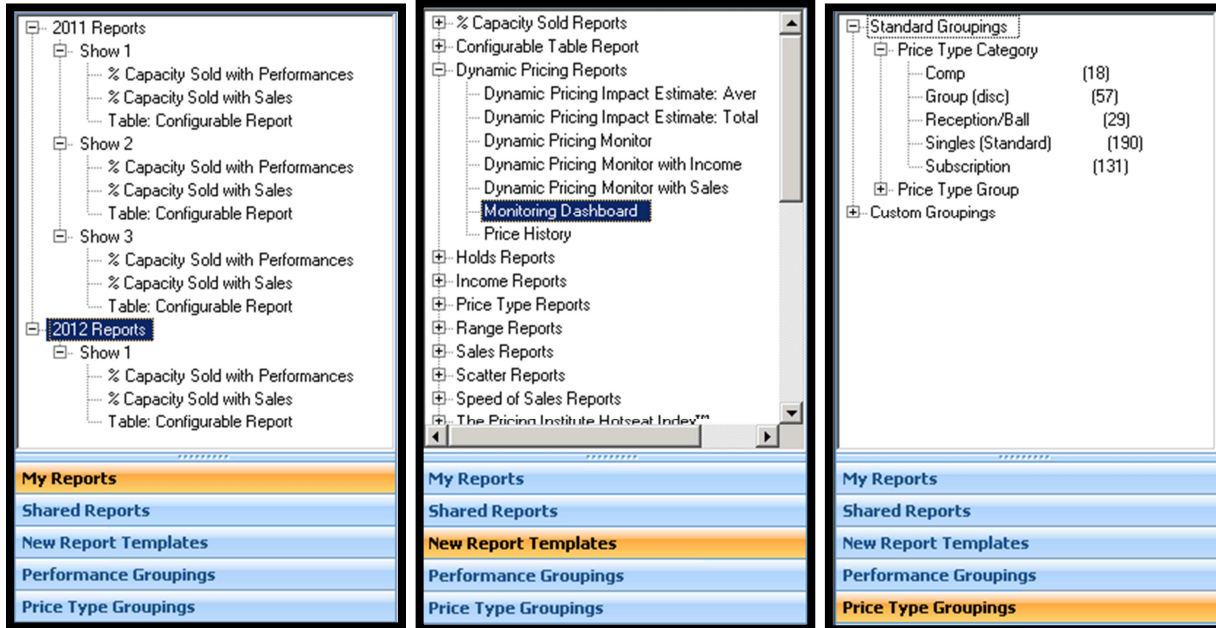
The RMA Monitoring Dashboard is a dashboard-style combination of reports for monitoring all key sales indicators for dynamic pricing, with an Alert showing you which performances hold an opportunity to re-price or re-scale. Select a show or season to see results for each performance, sortable in the report by key measures. Performances from this report can be directly selected and opened in Zone Reports or a Hotseat Index™ with the press of a button.

For each performance, the charts in the Monitoring Dashboard represent:

- Dynamic Pricing Monitor with Sales, plus Held and Available seats, as proportions of seating capacity
- Income, Unsold Value and Cost of Discount as proportions of Potential Revenue, along with Budget
- A Price Band Report - a quick way to identify performances for which you should look at Price Band and Zone Reports for opportunities to re-price or re-scale
- Yield and Nominal Yield in the context of the performance's Starting and Current Average Price

2. Improved user interface and My Reports folders

RMA v3 includes improved navigation for Reports, Report Templates, and Groupings. It's now a little easier to get from one utility area to another, and with the ability to create folders in the My Reports area, you can now organize your saved reports in whatever way you like. Moving them around is easy too. Just drag a report from one folder to another.



3. Price History reporting

Zone	Box		Orchestra A-price		Orchestra B-price
Capacity	68		94		327
	Price	Sold/Rsvd	Price	Sold/Rsvd	Price
Current Price	£108.00		£93.00		£73.00
Jan 1 2011 12:00AM	£97.00	0	£78.50	0	£53.00
Aug 10 2011 9:58AM	£105.00	6	£85.00	19	£57.25
Jan 9 2012 12:00AM	£105.00	20	£85.00	13	£65.00
Jan 26 2012 12:00AM	£105.00	0	£90.00	0	£70.00
Jan 27 2012 12:00AM	£108.00	2	£93.00	2	£73.00

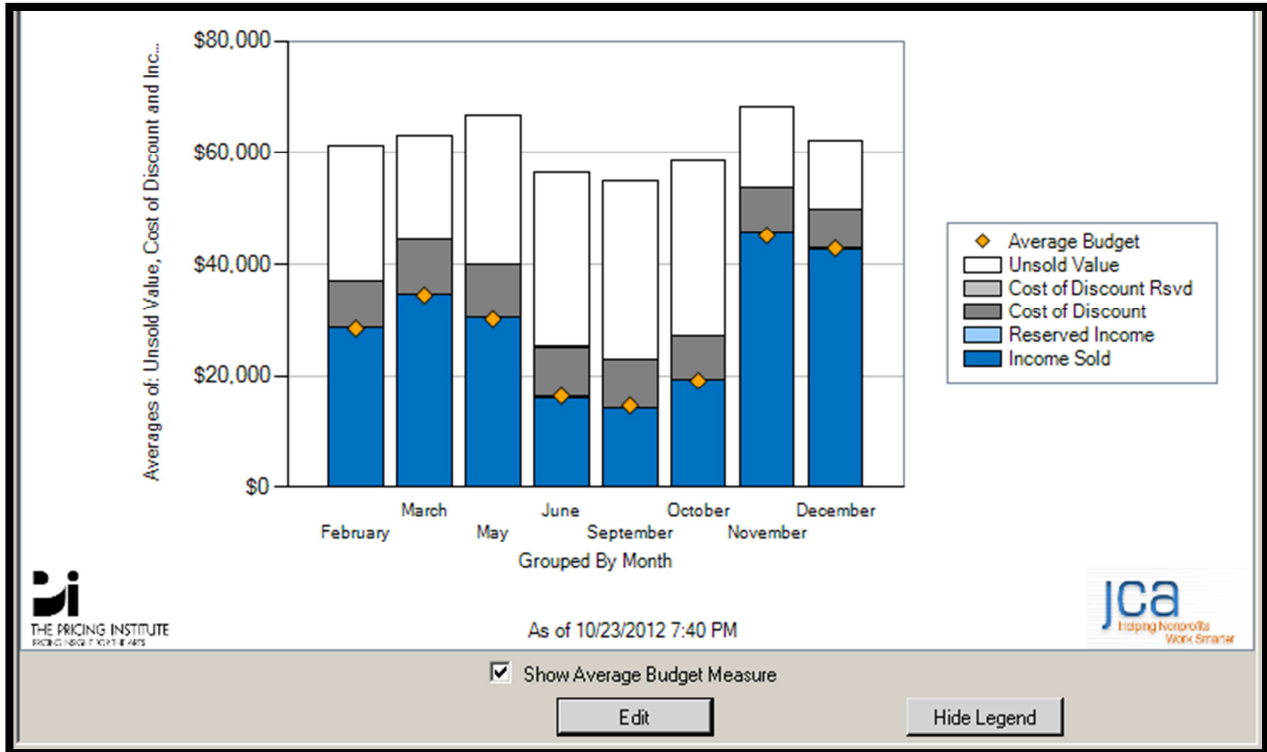
A tabular report that provides a history of price changes (by date of the change and by zone) made or planned on the selected performances, plus an option to show the number of tickets Sold/Rsvd between that and the next price change.

4. Performance Budgets

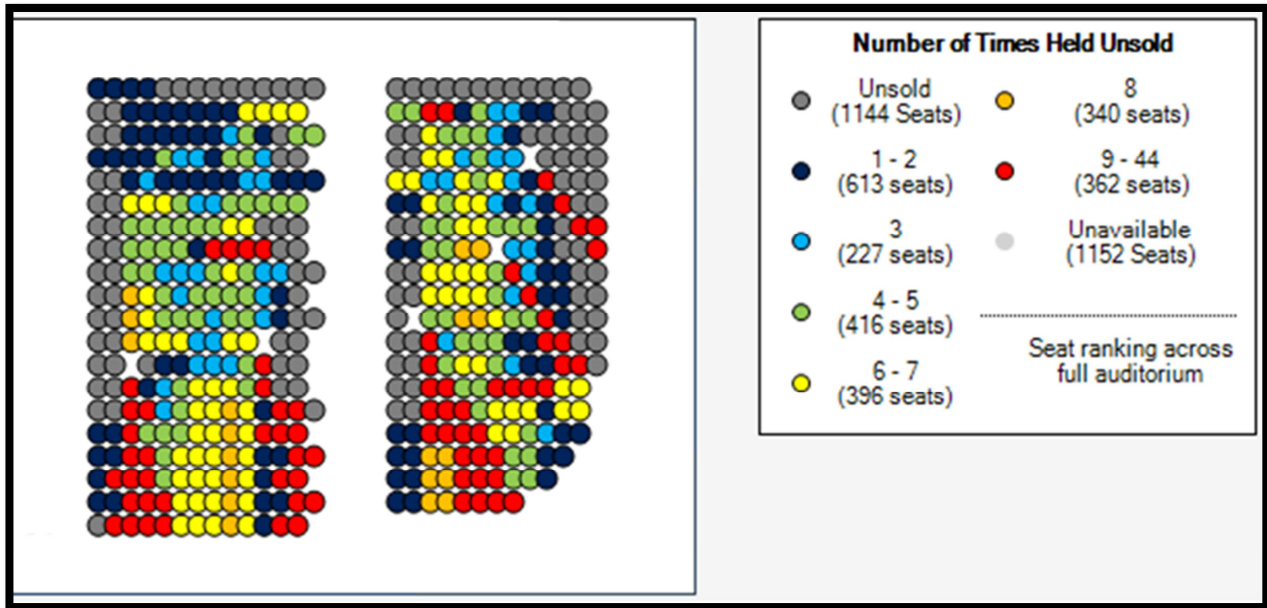
Tessitura Performance Budgets have been added to the RMA and are available for use in the Configurable Table Report, the Monitoring Dashboard and Cost of Discount report.

Revenue Management Application - [Table: Configurable Report]		
File Edit Window View Help		
Measures	2012-01-27 Fri(E)-MH1227JANE	2012 Sat(B)
Budget Remaining		£21,604
Budget: Average		£52,004
Budget: Total		£52,004

Income		
£70,410	◆	
£61,770	◆	Budget: £79,083
£61,295	◆	



5. The Pricing Institute Hotseat Index™ Holds Measure



A new measure has been added to The Pricing Institute Hotseat Index™ report for the number of times each seat is unsold because it is has a hold code applied. The total seats in the auditorium are divided into six ranks, and each rank given a color in the legend.

6. Configurable Table Report

In addition to Performance Budget information, Nominal Yield Variance has been added to the Configurable Table report.

Measures	TOTAL/AVERAGE
Budget: Average	\$12,603
Budget: Total	\$4,965,513
Budget Remaining	\$6,147
Nominal Yield Variance	(\$0.19)

7. Price Band Report

There is now a tooltip in the Price Band report which displays Sold/Rsvd Num, Average Start Price and Average Current Base Price.

Price Band 2: Sold/Rsvd: 136, Average Start Price: \$35.13, Average Current Base Price \$35.13
--

8. Additional Diagnostic Views

RMA v3 includes three additional diagnostic views, which can be used by administrators for troubleshooting purposes.

