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<service name="West-East" >
  <servicePoint>Rotterdam</servicePoint>
  <arrivalDate>2008-04-17 01:00</arrivalDate>
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ARL e-Yield Platform

Balance Utilization across Departures

Do what low-cost airlines have done for years: Use a flexible transport price to achieve high utilization and to balance utilization across popular and less popular departures.

Instant Quote Validity & Internet Dynamic Price for Optimal Yield

Quote is provided in your online e-Yield engine on the internet; customer may accept and book, or come back later with the risk & opportunity that price has changed due to dynamic supply/ demand mechanisms.

Initial booking price:	1500.00 Rubbles	
	Impact	Result
Corridor index (90):	-150.00 Rubbles	1350.00 Rubbles
Forecast sensitivity:	-248.20 Rubbles	1101.80 Rubbles
Booking sensitivity:	+754.05 Rubbles	1855.85 Rubbles
Min/Max limit:	+0.00 Rubbles	1855.85 Rubbles

Use the e-yield engine on the arl-shipping.com site or embed it into your own web-site for branding and colours; your web-site with online dynamic pricing, powered by arl-shipping.com.

Gradual Release of Alternative Offering

Use supply/demand situation to open allocation of lower yield products; e.g. accept dry cargo instead of non-requested refrigerated cargo.

ARL e-Yield Platform

For Transport Providers

You offer a scheduled transport service with at times low utilization. If you wonder what to do to increase utilization and balance it better across departures, then e-Yield is a solution for you.

Deep- and short sea shipping, rail & barge links, scheduled trucks, NVOs and liner agents are supported.

Hosted Solution

ARL e-Yield Platform is an internet application used by multiple transport companies sharing the costs. It is hosted by professionals and available 24 hours a day, Sunday through Friday.

The application is secure, data transferred to partners is encrypted, and corporate users are authenticated with personal credentials. Requires PC with Microsoft Internet Explorer 6.0 or higher. Assumes use of ARL e-Book Platform.

Main Functionalities

- Define utilization forecast
- Set up parameters for utilization forecast and actual booking volume auto-price impact
- Release alternative products when bookings on primary products are low
- Provide dynamic departure pricing over Internet with instant quote validity

- Use public portal or your own web-site

<input type="radio"/>	10-Oct-2007 10:00	12-Oct-2007 20:00	7200 Rubbles
<input type="radio"/>	17-Oct-2007 12:00	19-Oct-2007 22:00	8400 Rubbles
<input type="radio"/>	19-Oct-2007 22:00	22-Oct-2007 08:00	6600 Rubbles
<input type="radio"/>	27-Oct-2007 00:00	29-Oct-2007 10:00	6600 Rubbles

Optional & Upcoming Features

- Yield intelligence, Quote-to-Book ratio
- Historic pattern analysis for auto-market projection & utilization forecasting
- Value add un-bundling and independent pricing

	Offering	Service
<input type="radio"/>	24h cancel allowed	Central Siberian Link
<input type="radio"/>	early pick-up	Central Siberian Link
<input type="radio"/>	late arrival	Central Siberian Link

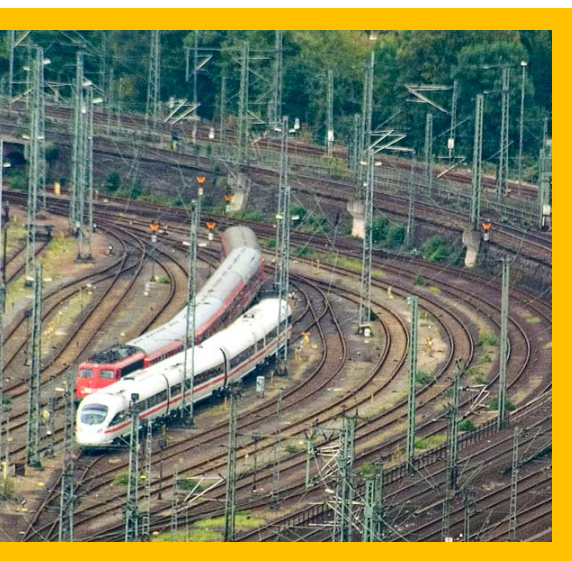
No Investments, Transaction Fee

No subscription fees, no start-up fees. Only pay a fixed fee per booking received.

Getting Started

- Sign up to arl-shipping.com
- Set pricing parameters & value adds

And your online yield engine will start balancing and improving your utilization!



arl-shipping.com technology solutions for the transportation industry on license, hosted or pay-per-transaction plans.

Innovative and state-of-the-art IT tools working in synergy with existing IT platforms for marine terminals, depot & yards, shipping lines & transport providers, freight forwarders and equipment managers.

- berth and resources planning, yard crane dispatching, performance monitoring and alerting;
- transportation pricing, electronic bookings, interactive schedules publishing;
- container fleet management, sales, interchange processes;
- freight forwarders' value-add services e-business, interaction with shippers and shipping lines and integration with portals;
- container yard inventory management;
- freight forwarder web-site contents and context framework with built-in e-business.