

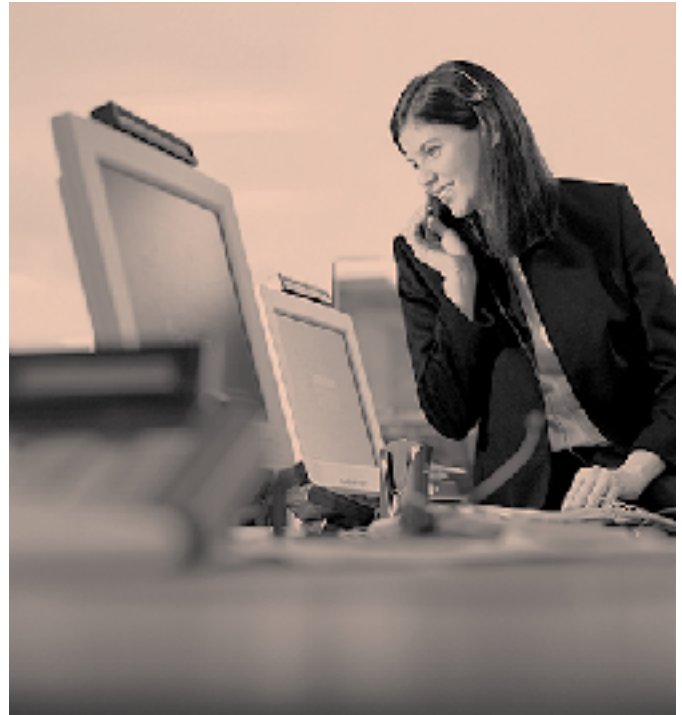
## AMERICAN AIRLINES

### HOW TO MANAGE MANY LOCATIONS

American Airlines is one of the nation's largest airlines. It also manages a wide variety of tickets, for sports, theatre, music, art and local charity events. TicketM2 provides a simple solution for managing the complexities of all of their locations and tickets, saving the company money and time.

**Problem:** Originally, American Airlines used three different systems to track and communicate the availability of tickets to their many representatives scattered in diverse locations. The systems did not communicate with one another and data entry had to be duplicated in multiple areas of the programs. This inefficiency caused frustration and loss of productivity for employees, from administrators to managers. The sheer volume of users, locations and tickets involved made dealing with three systems a very complicated task.

**Solution:** TicketM2 provides a web-based software solution that creates just one place to make requests. For the first time, representatives can view tickets to see the vast multitude of events and locations in realtime. TicketM2 provides easy sorting functions, so that any user can find tickets for their location.



**Result:** American Airlines saves time and money by streamlining to a single online solution. The TicketM2 method makes all of your company's tickets visible to all users in all markets. There is an immediate increase of usage of a wide variety of tickets and an immediate increase in ROI of the tickets. Managers can now identify locations that are not utilizing tickets by reviewing one of the comprehensive at-a-glance reports. This increases insight to the types of events that drive the travel industry and allows adjustments to the assortment of tickets that are offered by American Airlines.

**TicketM2: Making Ticket Management  
Easy & Efficient**

**Contact Us: 888-438-1862**

**[www.ticketm2.com](http://www.ticketm2.com)**