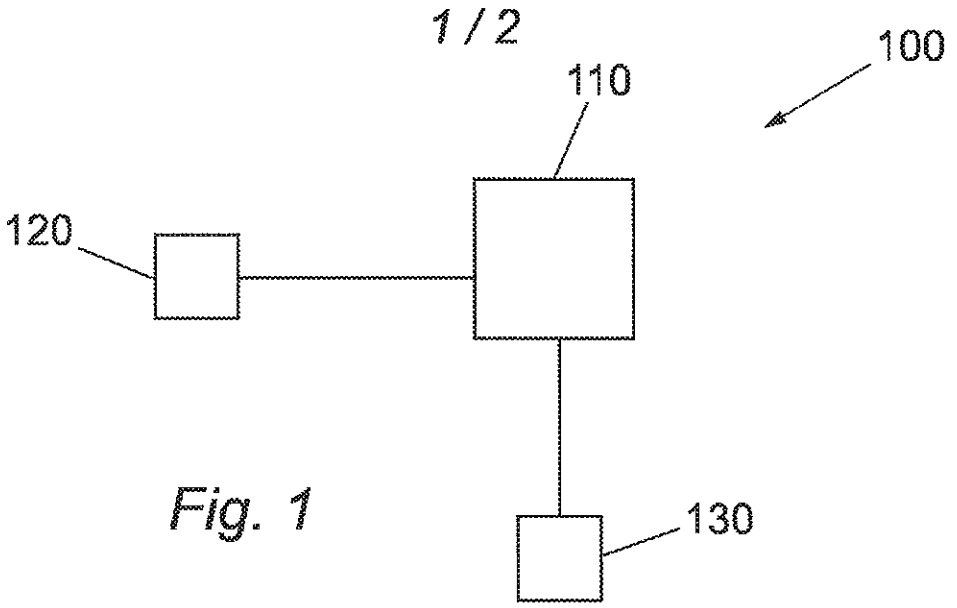

100
110
120
130

Fig. 1

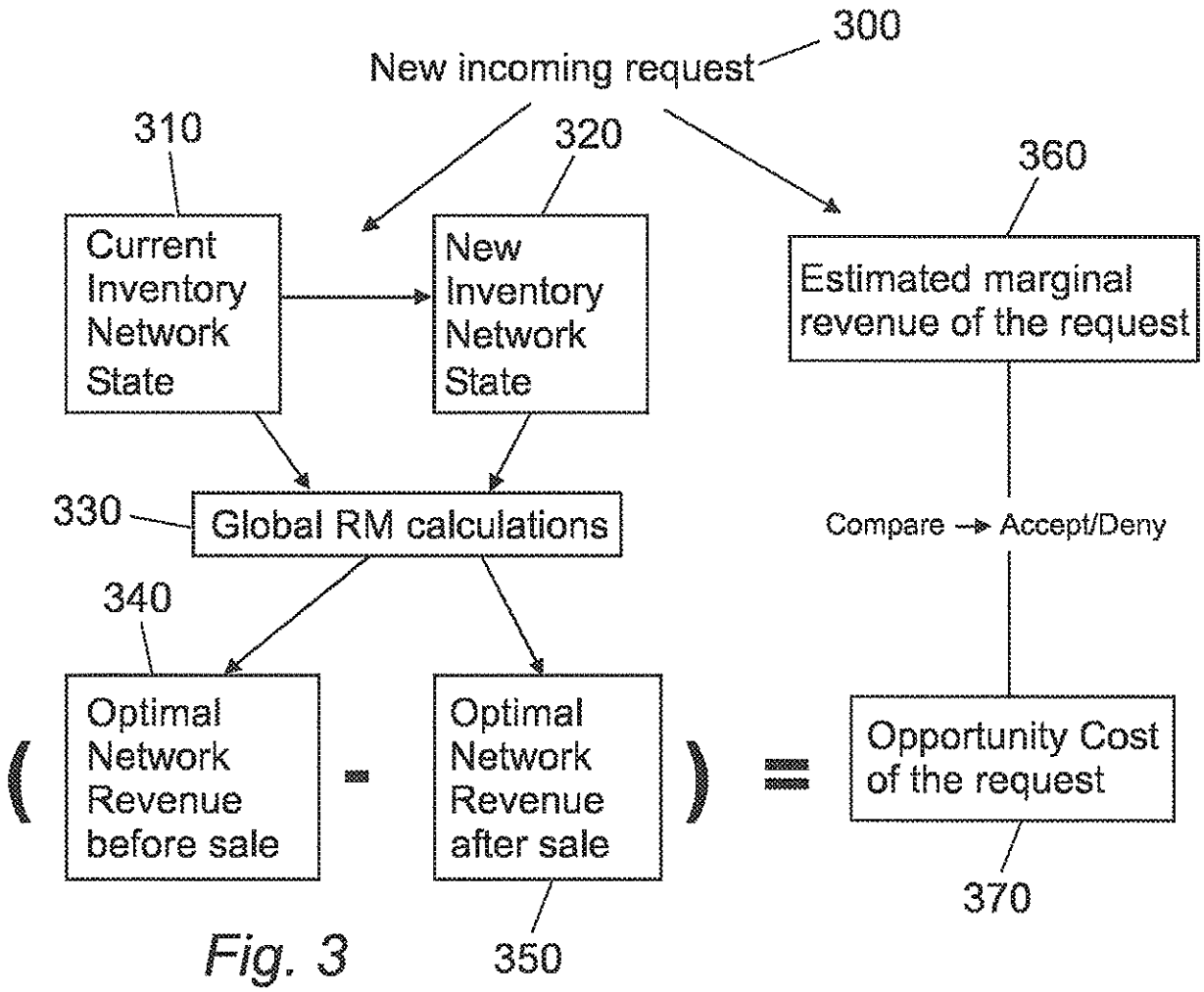

300
New incoming request
310
320
360
Current Inventory Network State
New Inventory Network State
Estimated marginal revenue of the request
330
Global RM calculations
Compare → Accept/Deny
340
Optimal Network Revenue before sale
-
Optimal Network Revenue after sale
=
Opportunity Cost of the request
350
370

Fig. 3

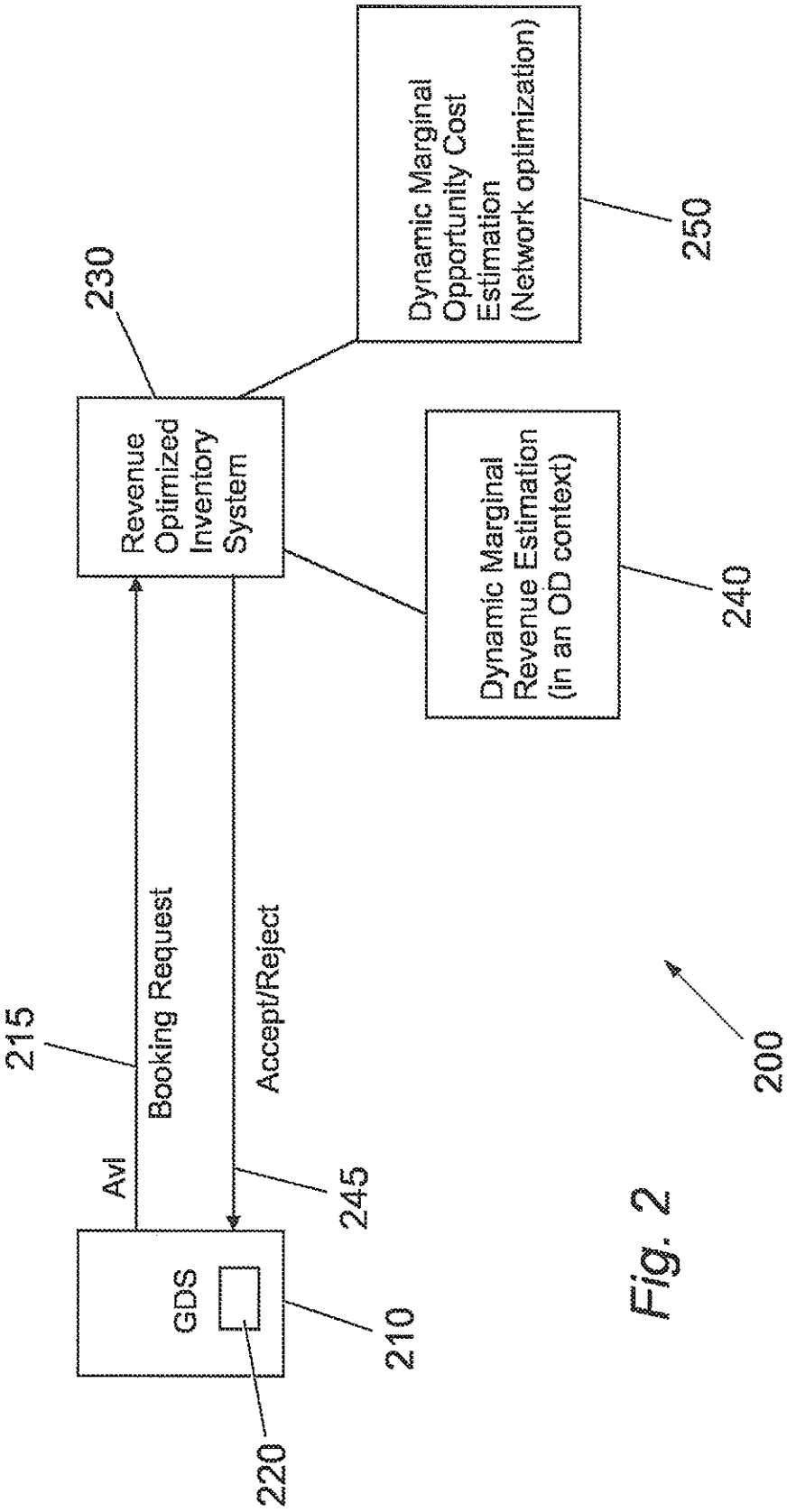

Dynamic Marginal Opportunity Cost Estimation (Network optimization)
250
230
Revenue Optimized Inventory System
Dynamic Marginal Revenue Estimation (in an OD context)
240
215
Booking Request
Accept/Reject
Avl
245
GDS
210
220
200

Fig. 2