Collaboration in action

Modernize Airline Retailing
We take care that dreams reach their destination

- 62M Passengers
- 144 Destinations
- 22 Countries
- 1,409 Daily Flights
- 294 Aircrafts
We’re the visionary builders behind some of the world’s most innovative programs
Why did we **Transform**?

- **to reduce costs**
- **to escape a legacy deadlock**
- **to increase revenues**
- **to respond fast to accelerated change**
  - Customer preferences
  - New incumbents entering the arena
### How did we Transform?

<table>
<thead>
<tr>
<th>Mission &amp; Ambition</th>
<th>Experience</th>
<th>Organization</th>
<th>Work Culture</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Centricity Direct to Consumers OneStop Travel Solution</td>
<td>Innovative</td>
<td>Flat Organization One Dream Team Commerce+IT Shared Goals</td>
<td>Decentralized Alignment Purpose driven Transparency &amp; Oversharing</td>
<td>Greenfield Cloud Native Domain Driven Core Sys. Abstracted Legacy Independent</td>
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<tr>
<td></td>
<td>Intuitive</td>
<td>Predictable</td>
<td>Self-Service Multi-device</td>
<td></td>
</tr>
</tbody>
</table>
Thank You!