AARON GROUP

IT Provider **Aggregator**

Company profile

Founded in	1998
Head Office	Czech Republic (Prague)
Countries with offices	1 country (Czech Republic)
Main activities	"Independent developer and provider of complete solutions for airlines & travel agencies/ corporates (b2c and b2b), incl. own booking engine/ pricer & shop, Front-end, Back-office, API, etc. This includes very own infrastructure and staff, e.a. no 3rd party being involved."
Number of employees	**40/50**
Countries with operations	10
Global revenues	**N/A**
Main references in airline industry	Czech Airlines (OK), Ukraine International Airlines (PS), Eva Air (BR) as the provider; American Airlines (AA), Air France (AF), British Airways (BA), Iberia (IB), KLM (KL), Lufthansa Group, Formosa Airlines (VY) as the aggregator

Intended positioning on the market

"

With key focus on NDC as both, provider and aggregator, we continue to benefit from the extensive partner network and making sure we make this a success for any party involved - airlines benefit from getting access to hundreds of agents straight away and likewise agents benefit from having multiple NDC content within a single application, covering all the key NDC enabled carriers.

"

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Current NDC offer

Product name :
Symphony
Addressed clients :
Airlines, OTA, metasearch, travel agencies

- "Thanks to almost two decades of intensive cooperation with global GDS/ CRS players like Amadeus and SITA and solutions implemented with over a hundred of our customers, we know all the pros and cons of this traditional Distribution model. That's why we developed and run a brand new Distribution concept, certified by IATA. and based on its NDC, allowing the airlines to offer a customized content for each business partner by significantly cutting its Distribution cost. And likewise enabling agency customers to access the airline content without any GDS surcharges."

Value proposition

- "Combination of an NDC content provider for airlines and NDC content aggregator for OTA customers. Help the airline to push their ndc message to the travel agent"

What differentiates this solution

- "Symphony is flexible and easy to integrate"

Currently in production with Czech Airlines (OK), EVA Air (BR), Smart Wings (QS)

NDC Roadmap

As the aggregator
- Get to 15 directly connected airlines in two years
- Expand the usage of the solution in western and southern Europe
- Aim to move 80% of the potential volume of trade bookings from GDS to NDC
- Allow the connection to other aggregator

As the provider
- Proof the airlines that using a technology partner, which acts as both the NDC solution provider and aggregator and has a strong existing network of travel agents, can significantly speed-up and improve the NDC model roll-out

NDC perception

Modules bringing most value
- Order management
- Personalization
- Air ancillary services

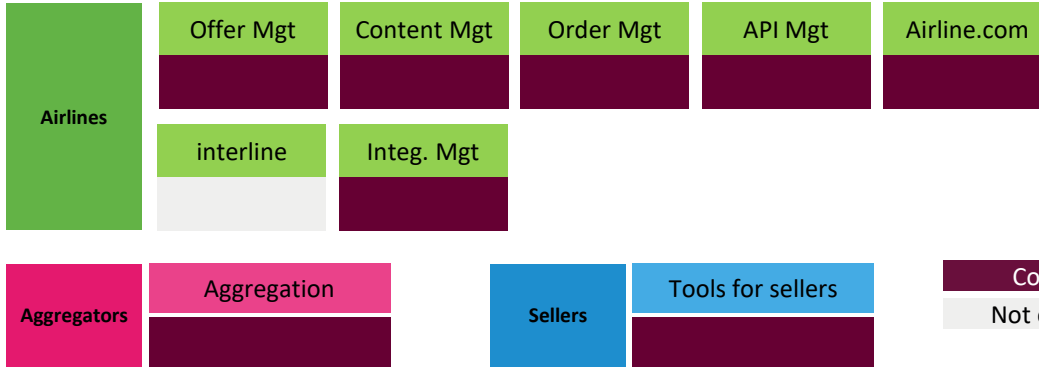**Main pain points heard from industry**
- Airlines were not aware of NDC
- The business case for NDC was not made / ROI not proven
- Relationship with their PSS provider
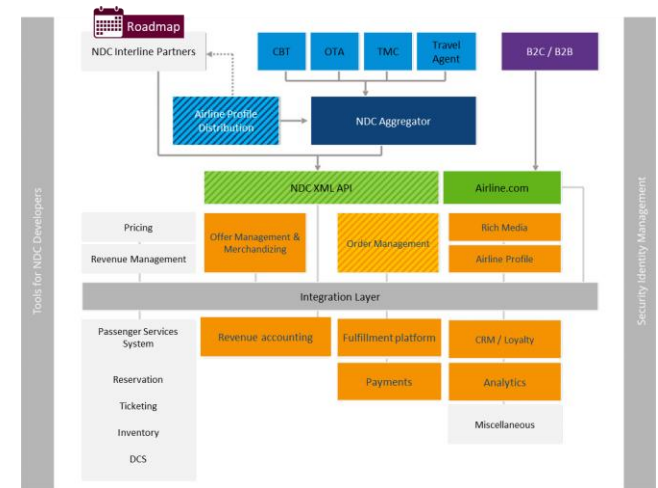
Areas of innovations
- Interlining options to be in parity with GDS
- Airlines' engagement plans with trade to support their GDS/NDC transition
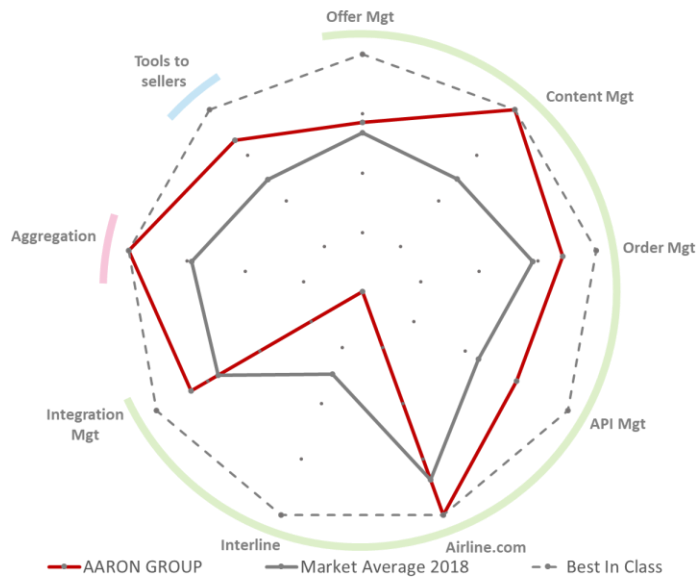- Back-office standardization for trade (eqv. To A.I.R. messages)

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Value chain

Airlines

Offer Mgt	Content Mgt	Order Mgt	API Mgt	Airline.com

interline	Integ. Mgt

Aggregators

Aggregation

Sellers | Tools for sellers

Covered
Not covered

Architecture

Functional coverage

Offer Mgt
Content Mgt
Order Mgt
API Mgt
Airline.com
Interline
Integration Mgt
Aggregation
Tools to sellers

— AARON GROUP
— Market Average 2018
-•- Best In Class

BRD NDC use cases coverage

52 % BRD use cases covered

73 %	Shopping
56 %	Booking
86 %	Payment & ticketing
100 %	Airline Profile
37 %	Interline

## Market presence

3 airlines
3 aggregators
23 sellers

Engagement

10-50 working on NDC
5% NDC bookings
+ 50% in next 2 years (target)
80% in 2 years (target)

Key points

- Symphony is a combination of an NDC content provider for airlines and NDC content aggregator for OTA customers. It helps the airlines to push their NDC message to the travel agent
- Aggregator connected to AA, AF, BA, IB, KL, LH Group, and VY

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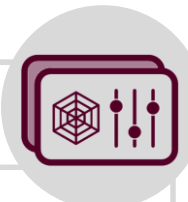
Covered | **Not covered**

Use cases	Functional items						
Airlines — **Offer Mgt**	Air ancillaries	Non-air ancillaries	Personalization	Dynamic pricing	Rich media	Affinity shopping	New offer logic
Content Mgt	Reference in NDC message	Text	Video	Picture	Multi-language		
Order Mgt	Order creation	Post-booking ancillaries	Order change	Order cancellation	Payment	Order repository	One Order
Airline API Mgt	Direct connect Integration	Aggregators Integration	Airline Profile	Network			
Airline.com	B2C web site and mobile app	B2B web site and mobile app					
Interline	Offer Interlining	Order Interlining					
Integration Mgt	CRM integration	Loyalty integration	PNR synchronization	Analytics	RMS integration	CMS integration	
Aggr. — **Aggregation**	Offer messages	Order Messages	Rich media	Airline Profile			
Sellers — **Tools for sellers based on NDC messages**	Travel agency solutions	Self Booking Tool	TMC solutions	OTA solutions	MSE solutions	Two-way translation	

IT Architecture