



Company profile

Founded in 2015
Head Office India (Gurgaon)
Countries with offices 2 countries (India and Australia)

Main activities NDC Content Aggregator and IT Solution Provider

Number of employees 20 +
Countries with operations 2
Global revenues Not specified

Main references in airline industry IATA, TravellnMotion, Travel Startup Incubator, Amadeus, British Airways, WestJet, FlyDubai, American Airlines,, Condor Air, Thomas Cook Airline, Olympic Air, Aegen Airways, Iberia, Paxport

Intended positioning on the market



Airlines Technology (AT) is a travel technology company and it specializes in NDC (New Distribution Capability) based aggregation and IT services to airlines, travel agents and 3rd party vendors in travel industry. Airlines Technology is empowering the travel industry with NDC based products & services to align newer distribution channels.





Current NDC offer

Product name :

- NDC API
- AT Parser Engine
- Booking Engine

Addressed Clients:

- Airlines, Aggregators, OTA

- **NDC API** - AT's Travel NDC API middleware solution offers travel agents and TMC a quick , affordable and scalable way to comply with NDC standards while managing 3rd party distribution. AT's Travel NDC API consumes any type of messaging protocols including XMLs, Edifact, etc. and have both forward and backward compatibility for all NDC schema versions.
- **Full Content Aggregator** - AT aggregator will provide results from both NDC and Non NDC airlines. This will help in smoother transformation and absolute no loss of business to Travel Agents.
- **AT Parser Engine** - IATA has released multiple version of NDC schemas. Airlines and Travel Agents will be on different versions and they will upgrade/adapt at different timelines. ATPE will keep all of them in sync and they can continue to function and exchange messages. Any legacy reservation system can be made NDC enabled through ATPE.
- **Booking Engine B2C** - This interface would be used by direct customers to book travel products, availability for different products coming through different sources using GDS , NDC direct connects with Airlines and LCCs for flights.
- **Booking Engine B2B** - Agents have option to choose all or its own selection of booking engines such as flight, hotel, package, transfer, sightseeing or car rentals.

Value proposition

- We are helping airlines and travel agents in implementing global NDC based XML messaging standards to upsell inventory, increase revenue by selling onboard ancillaries while booking tickets on OTA portal. Got 200+ travel agents network.

What differentiates this solution

- Airlines Technology's aggregator will have NDC and non NDC data with NDC multi version backward and forward compatibility.
- Airlines Technology implements NDC based messaging standards over existing booking systems of Airlines to add capability of direct connect to travel agents, corporates and TMC globally



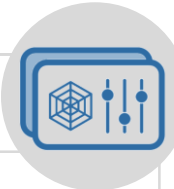
Currently in production with British Airways ; American Airlines, Condor, Thomas Cook , FlyDubai, Westjet, Iberia, Olympic and Aaegen Airways

NDC Roadmap

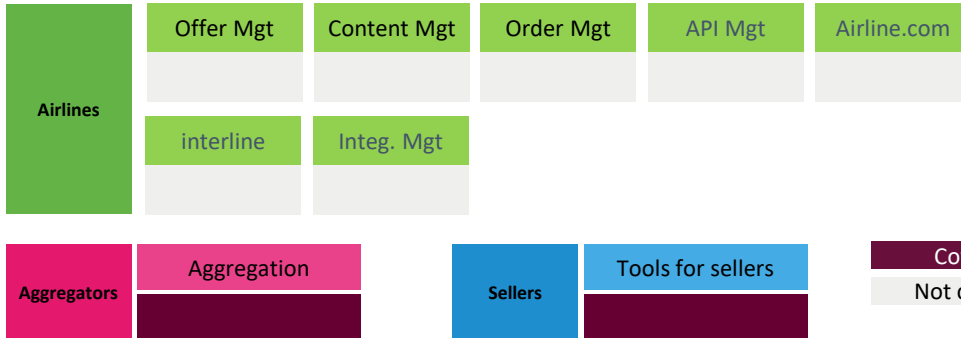
- Airlines Technology NDC airlines portfolio will have 25 direct connect by July 2018.
- Extensive Distribution network in Europe, North America, South America and Asia Pac

NDC perception

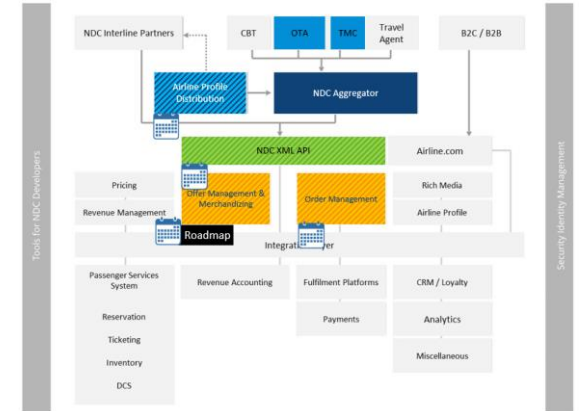
- ⚠ **Modules bringing most value**
 - Personalization
 - Dynamic pricing
 - Air ancillary services
- 🔄 **Areas of innovations**
 - Connectivity (with sellers)
 - Migration to latest standard version
 - Merchandizing capabilities
- ⚠ **Main pain points heard from industry**
 - No clear view on how to transition
 - Business case for NDC not made
 - Lack of funds for NDC



Value chain

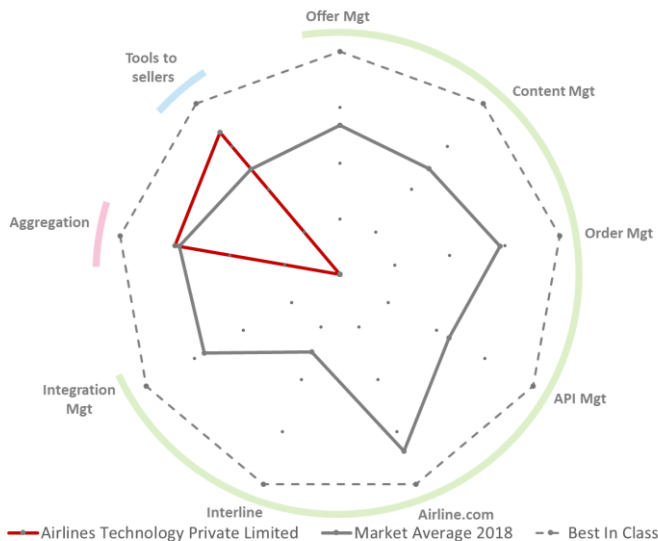


Architecture



Functional coverage

BRD NDC use cases coverage



62 % BRD use cases covered

- 73 % Shopping
- 69 % Booking
- 71 % Payment & ticketing
- 0 % Airline Profile
- 59 % Interline

Market presence

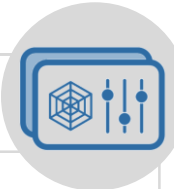
9 airlines, 0 aggregators, 2 sellers

Engagement

10-50 working on NDC in next 2 years (target)
 +200% in next 2 years (target)
 20% NDC bookings in 2 years (target)
 50% in 2 years (target)

Key points

- Aggregation platform
- Cover end to end booking process with NDC
- Provider NDC modules/Adapter for Airlines.



Covered	Not covered
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		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	



Architecture

