



## Company profile

**Founded in** 2013

**Head Office** Sophia Antipolis - France

**Countries with offices** France

**Main activities** “Conztanz is a cloud-based innovative solutions provider, and a consulting/integration company, specialized in the air transport industry.”

**Number of employees** 22

**Countries with operations** 15

**Global revenues** 2.35 M€ (2016)

**Main references in airline industry** Cityjet, Luxair, Braathens, Kuwait, Air Caledonie, Air Tahiti, Air Corsica, HOP!, Boliviana, Brussels, AirBerlin

## Intended positioning on the market

“ ConztanzOne is an integration platform between PSS and services systems. It enables airlines to master their data.

Combining in-depth expertise in the air transport industry with its agile, open data platform, Conztanz speeds up the delivery of projects such as PSS migration, NDC adoption, ePNR implementation and provides turn-key solutions to empower the digital channels with real-time, context-based and personalized interaction capabilities. ”



### Products name :

- NDC Pack
- ConztanzOne

### Addressed clients :

- Small and medium sized airlines

### Current NDC offer

- **NDC Pack** (not in production yet) : allows an airline to build a direct connect between an airline and a travel agent, proposing offers from the PSS, potentially completed by other internal offers, and ensuring the booking part. So it covers simple shopping/ordercreate.
- **ConztanzOne** : is an integration platform. It covers the actual scope of an OMS, allowing airlines to manage and monitor their data

### Value proposition

- **NDCpack** answers immediate need for a directconnect solution: quick, and aiming at small and medium size airlines.
- **ConztanzOne** allows airlines to take control on their multi source passenger related data : PNR, tickets, passenger profile, check in information ... and use them to improve commerce capability, operations efficiency, travelers' experience and facilitate IT integration.

### What differentiates this solution

- **ConztanzOne** was existing before NDC, but the idea behind -that the airline should be able to manage its data- is very much aligned with NDC. Main differentiation is its focus on data –real time, channel independent- and on the different ways of using them : event driven, from the order perspective, but also from the customer's – through CXM.



Currently in production with

Braathens (ConztanzOne)

### NDC Roadmap

- **Shopping ordering layer** : enrich the module with a shopping partner
- **CRM** : clustering + data integration for personalization (shopping)
- **Positioning as an Order Management Platform**

### NDC perception



#### Modules bringing most value

- Order Management
- Personalization
- Interlining



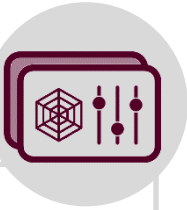
#### Areas of innovations

- Integration of Loyalty
- Order Management functions
- One Order
- Merchandizing capabilities

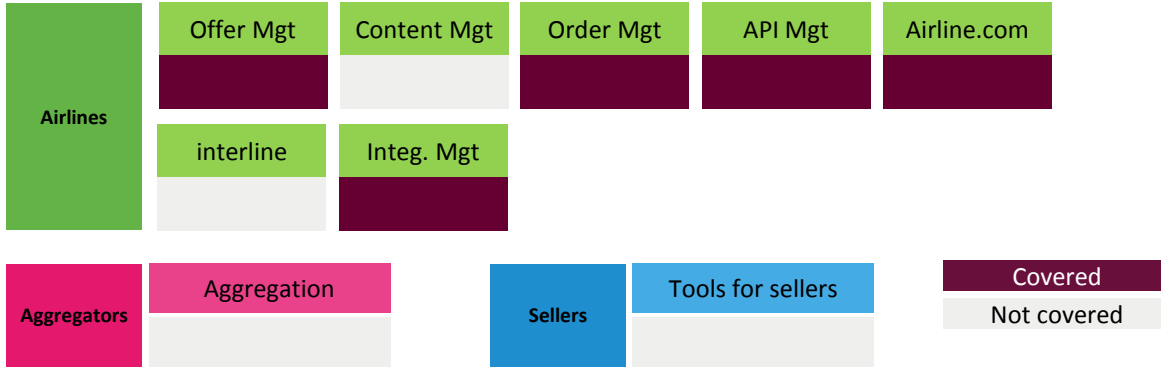


#### Main pain points heard from industry

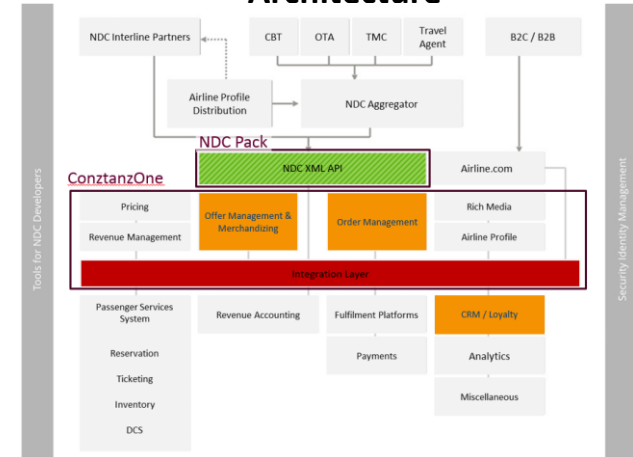
- Relationship with their PSS provider
- Airlines do not have a clear view on how to transition
- The ROI for NDC is not proven



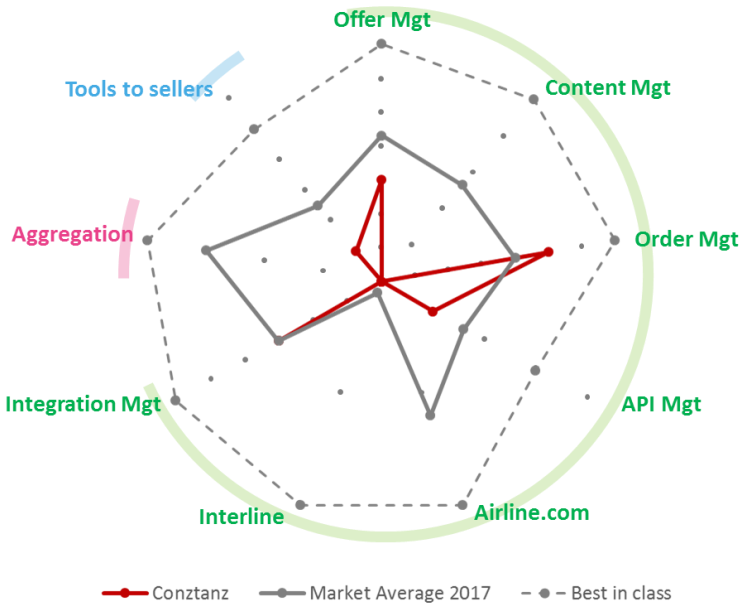
## Value chain



## Architecture



## Functional coverage



## BRD NDC use cases coverage

- 16 % BRD use cases covered
- 18 % Shopping
- 50 % Booking
- 29 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

## Market presence

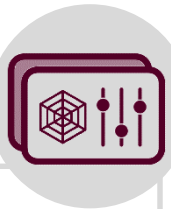
1 airlines, N/A aggregators, N/A sellers

## Engagement

<10 working on NDC, 100%-200% in next 2 years (target)  
 N/A NDC bookings, TBC in 2 years (target)

## Key points

- Cloud-based integration platform, with the ambition to position as an OMS
- Modularity and non intrusive platform
- CXM and personalization



Functional coverage

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	



**Architecture**

