Conztanz

**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, Air Berlin

**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.
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/order create.

ConztanzOne is an integration platform. It covers the actual scope of an OMS, allowing airlines to manage and monitor their data.

Value proposition:
- NDC Pack answers immediate need for a direct connect 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.
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**Value chain**

- Airlines
  - Offer Mgt
  - Content Mgt
  - Order Mgt
  - API Mgt
  - Airline.com
- Aggregators
  - Aggregation
- Sellers
  - Tools for sellers

**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% NDC bookings in next 2 years (target)
- TBC NDC bookings 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

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**Airline.com**: B2C web site and mobile app

**Interline**: Offer Interlining, Order Interlining

**Integration Mgt**: CRM integration, Loyalty integration, PNR synchronization, Analytics, RMS integration, CMS integration

**Aggr.**: Offer messages, Order Messages, Rich media, Airline Profile

**Tools for sellers based on NDC messages**: Travel agency solutions, Self Booking Tool, TMC solutions, OTA solutions, MSE solutions, Two-way translation
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Architecture

NDC Interline Partners

CBT  OTA  TMC  Travel Agent  B2C / B2B

Airline Profile Distribution

NDC Aggregator

NDC Pack

ConztanzOne

NDC XML API

Airline.com

Integration Layer

Pricing

Offer Management & Merchandizing

Order Management

Revenue Management

Rich Media

Airline Profile

Passenger Services System

Revenue Accounting

Fulfilment Platforms

CRM / Loyalty

Reservation

Payments

Analytics

Ticketing

Miscellaneous

Inventory

DCS

IT Provider

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