# Farelogix

## Company profile

**Founded in**: 1998  
**Head Office**: USA (Miami, Florida)  
**Countries with offices**: 3 countries (USA, Canada, UAE)

**Main activities**: Farelogix is an IT Provider whose singular focus is to build and deliver innovative and cost efficient NDC-aligned, airline-controlled offer and order management distribution technology.

**Number of employees**: 253 (includes full time consultants counted as employees)  
**Countries with operations**: Farelogix products are used in over 50 countries by airlines and travel agencies  
**Global revenues**: Not specified

## Main references in airline industry

American Airlines, United Airlines, Delta Airlines, Hawaiian Airlines, Air Canada, WestJet, Emirates Airlines, flydubai, Lufthansa Group, Qantas

## Intended positioning on the market

Farelogix will continue to be the leading provider of airline-controlled technology for NDC offer and order management, enabling airlines to:  
- a) quickly bring new products to market;  
- b) grow revenue through optimized offers and dynamic pricing;  
- c) be the “NDC single source of truth” for greater customer satisfaction; and  
- d) reduce PSS dependency using futureproof technology with low cost of ownership.
Farelogix

Product name: Farelogix Airline Commerce Gateway

Addressed clients: Airlines, primarily; Travel Agents, TMC, OTAs

Value proposition:
- Farelogix technology enables airlines to meet four critical objectives:
  - **Increase Revenue & Conversion Rates** – Targeted, optimized offers using high performance engines (Pricing, Merchandising, Schedules, Availability) that provide millisecond response time with no cache or third party dependency
  - **Reduce Shopping Costs & Infrastructure Footprint** – “Offer Engines” are linearly and economically scalable with airline self-hosting option
  - **Increased Airline Control of Distribution, Brand, Product Differentiation** – airline’s NDC API provides “Single source of truth” for all channels, resulting in improved consistency and consumer confidence
  - **Accelerated innovation with future proof technology** – “Offer Engines” are also functional developer tools with no limits on airline innovation or speed to market

Current NDC offer:
The FLX Airline Commerce Gateway technology platform is comprised of 6 interoperable components:
- **Airline-controlled “Offer Engines”**
- **FLX Merchandise** - Merchandising Engine supporting ancillaries, bundles, branded fares & more
- **FLX Shop & Price** - Shopping & Pricing Engine for high volume NDC shopping
- **FLX Schedule Builder** - Dynamic rules-based schedule building engine
- **FLX Availability Calculator** – Off-PSS availability calculation

Offer/Order Delivery:
- **FLX Open Connect and FLX NDC API** PSS-agnostic direct connect connectivity and NDC API in accordance with NDC standards
- A travel agency web-based UI (SPRK) is also provided for comprehensive booking and servicing, including ARC/BSP reporting.

What differentiates this solution:
- Comprehensive offer and order management platform purpose-built for the high volume, dynamic world of NDC and dynamic, high volumes.
- 4 “Offer Engines” enable off-PSS airline control of multiple aspects of the offer: Availability, Schedules, Shopping/Pricing, Merchandising
- Single User Interface (Rules & Offer Designer) for creation and management of rules for any or all of the Offer Engines
- Dynamic pricing and offer capabilities including dynamic availability (FLX Availability Calculator and pricing (FLX Shop & Price engine))
- Airline hosting option and airline developer platform included
- PSS-agnostic, production-proven NDC API, integrated with 10 PSS systems.

Currently in production with 18 airlines currently in production with NDC Open Connect (direct connect) solution

NDC Roadmap
- Continue implementation of GDS integration of NDC APIs for multiple airline customers
- Programs and support for highest producing airlines and their third party API consumers including many on the IATA Leaderboard
- Continue to grow predictive analytics and business intelligence component (ROBIE) to enable even more revenue optimization and "most likely conversion"
- “Complete the evolution of the PNR to full "Order Management"
- Fully support IATA One Order

NDC perception

- **Modules bringing most value**
  - Air Ancillary services
  - Dynamic pricing, availability, schedules
  - Integration with legacy

- **Main pain points heard from industry**
  - Business case for NDC not made
  - Relationship with their PSS provider
  - Airlines lack clear view for transition

- **Areas of innovations**
  - Untie from PSS
  - Integrate RMS
  - Expand scope of offer (hotels, etc.)
  - One Order
**Value chain**

- Airlines
  - Offer Mgt
  - Content Mgt
  - Order Mgt
  - API Mgt
  - Airline.com
  - Integ. Mgt
  - interline

- Aggregators
  - Aggregation

- Sellers
  - Tools for sellers

- **Functional coverage**

  1. BRD NDC use cases coverage
     - **97%** BRD use cases covered
     - 100% Shopping
     - 100% Booking
     - 100% Payment & ticketing
     - 0% Airline Profile
     - 100% Interline

  2. **Market presence**
     - **18** airlines
     - **85** aggregators
     - **250+** sellers

  3. **Engagement**
     - **100+** working on NDC
     - **N/A%** NDC bookings
     - **70%** in next 2 years (target)
     - **+300%** in 2 years (target)

  4. **Key points**
     - IT providers (aggregation is no longer in the core business)
     - Support dynamic and personalized pricing, inventory / schedules / availability engine
     - Each module operates independently
     - Support a large variety of ancillary services (air and non-air)
     - Connection to PSS : Amadeus/Altea, Sabre Multi-Host, Delta AIR4, HP Shares, IBM RES III, Mercator/Mars, & Navitaire
     - Business intelligence and Revenue Optimization engine

**Architecture**

- IT Provider
- SIC/FRN
- NDC Interline
- Airline Profile Distribution
- NDC Aggregator
- Amadeus/Altea, Sabre Multi-Host, Delta AIR4, HP Shares, IBM RES III, Mercator/Mars, & Navitaire
- Business intelligence and Revenue Optimization engine
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