



## 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.





## 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.

### 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

## 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



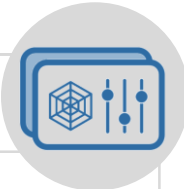
### Areas of innovations

- Untie from PSS
- Integrate RMS
- Expand scope of offer (hotels, etc.)
- One Order

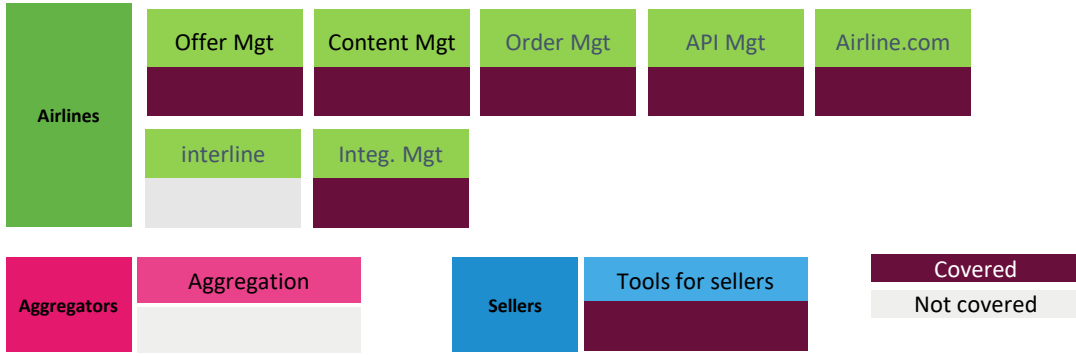


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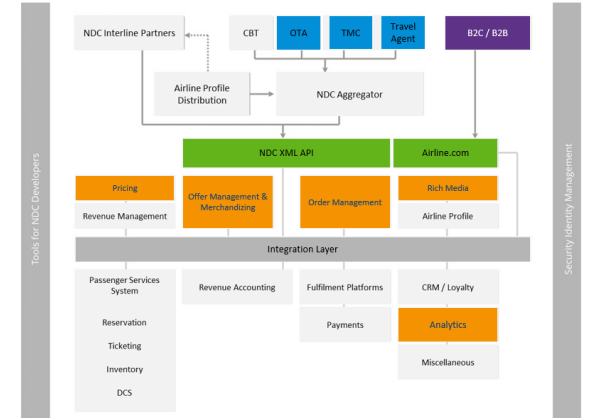
**IT Provider**



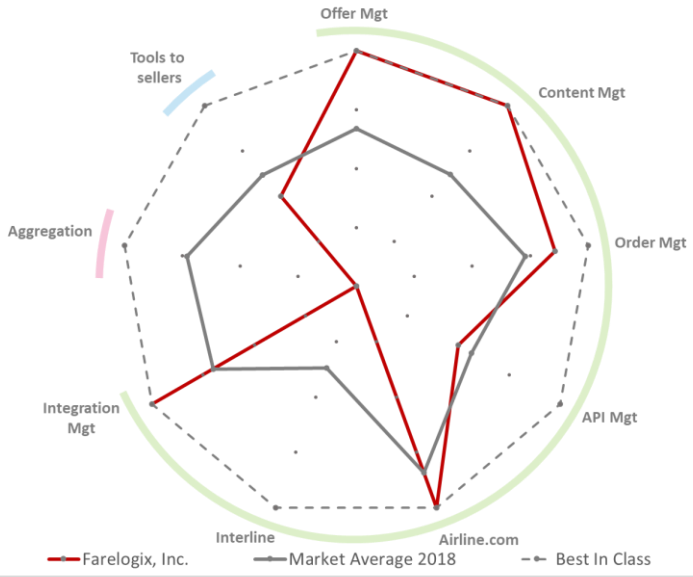
## Value chain



## Architecture



## Functional coverage



## BRD NDC use cases coverage

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

## Market presence

18 airlines → 85 aggregators → 250+ sellers

## Engagement

100+ working on NDC  
70 % in next 2 years (target)

N/A% NDC bookings  
+300 % in 2 years (target)

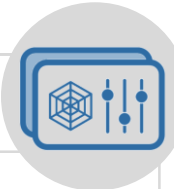
## Key points

- 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



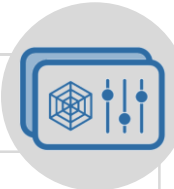
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IT Provider



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

