



Company profile

Founded in 2015

Head Office Berlin - Germany

Countries with offices Germany

Main activities “flyiin is an online marketplace for travellers to search and buy flights and any related services directly with their preferred airlines.”

Number of employees 5

Countries with operations 1

Global revenues -

Main references in airline industry N/A

Intended positioning on the market

“ flyiin is an online marketplace enabling travellers to search for and purchase flights and related services directly from airlines. By working closely with airlines to re-define the very concept of online flight search and booking, flyiin makes it easier for travellers to find the right flight experience at the right price. The beta-version of flyiin’s online marketplace will go live in December 2017.

”



Product name :

www.flyiin.com

Addressed clients :

- Travellers
- Airlines



Current NDC offer

flyiin is an online marketplace dedicated to air travel, where :

- Travelers will be able to shop for flights and ancillary services directly with a multitude of airlines
- Airlines will be able to commercialize the entirety of their product offering to millions of travelers, with the same level of control as through their own web site.

Concretely, Flyiin contacts each airline independently to integrate their API, and re-engineers the content in its interface to propose a transparent, standardized and flexible search and booking experience to travelers.

Value proposition

Flight booking made simple. Finally.

- Get the best available fares
 - Save time... lots of it
 - No more nasty surprises

What differentiates this solution

- Travellers can shop for flights and ancillary services directly with a multitude of airlines
- Airlines can commercialize the entirety of their product offering to millions of travellers, with the same level of control as through their own web site.

 **A beta version of flyiin will be launched by end of 1Q2018 with 8-10 airlines**

NDC Roadmap

- **End of 1Q2018:** release of the private beta version of our online marketplace (search, shopping, booking, servicing, payment, ticketing) to ~1,000 travellers with a focus on the German market
- **End of 2Q 2018 :** release of the public beta version of our online marketplace (search/ shopping/ booking /servicing/ payment/ ticketing)
- **End of 1Q 2019 :** release of version 1.0 of our online marketplace

NDC perception

 **Modules bringing most value**

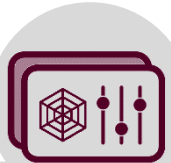
- Dynamic pricing
- Air ancillary services
- Order Management

 **Areas of innovations**

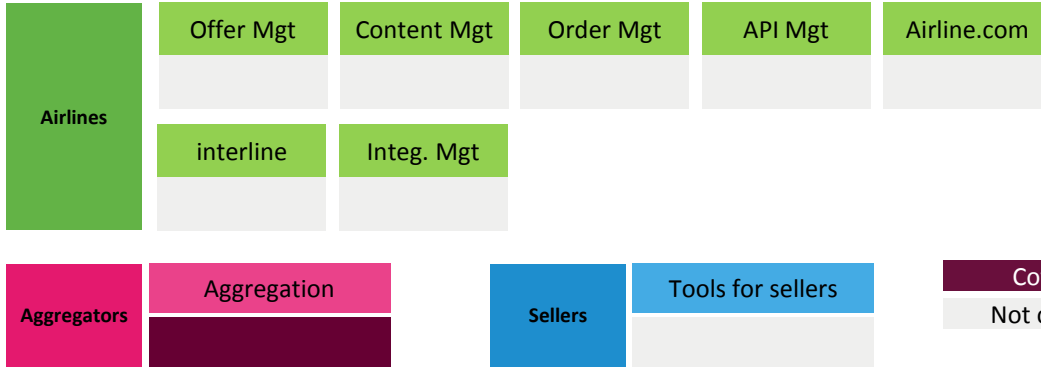
- Integration of RMS & Loyalty
- Order Management functions
- One Order
- Merchandizing capabilities

 **Main pain points heard from industry**

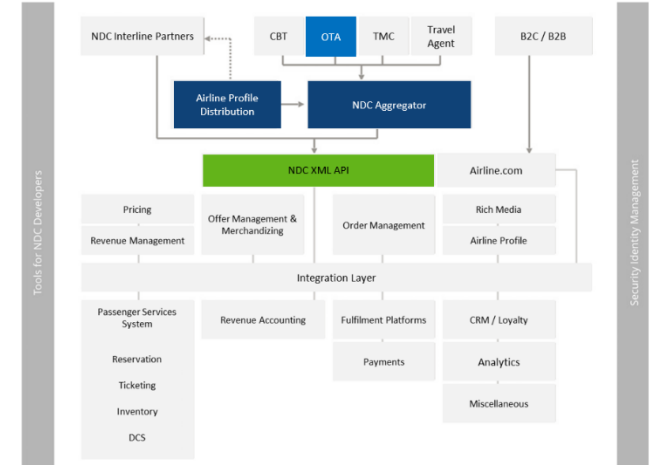
- Lack of demand for NDC features
- The ROI for NDC is not proven
- Lack of funds for NDC



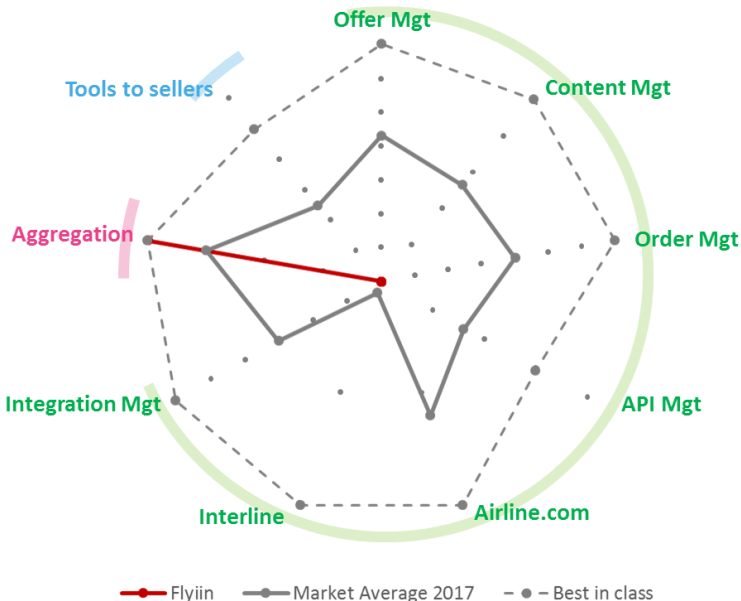
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

- 5 % BRD use cases covered
- 18 % Shopping
- 13 % Booking
- 0 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

Market presence

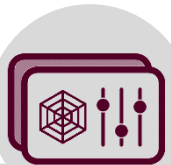
10 airlines → N/A aggregators → N/A sellers

Engagement

<10 working on NDC → N/A NDC bookings
 0%-50% in next 2 years (target) → 80% in 2 years (target)

Key points

- Online B2C marketplace based on own API aggregation platform
- Connected to several airlines API (not only NDC)
- Covers the entire sales and distribution process for flights and ancillaries

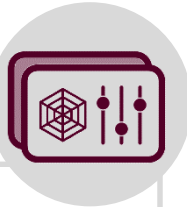


Functional coverage

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

