IBS Software Private Limited

Company profile

Founded in	1997
Head Office	India (Trivandrum)
Countries with offices	IBS has offices in USA, India, Australia, Japan, UK and UAE.
Main activities	IBS is structured along 3 business verticals in order to serve the following markets: 1/ Aviation: ranging from passenger services, crew management to airport operations etc. Passenger services include DCS, PSS, a loyalty system and iCommerce, which is a new platform catering to airlines as well as Travel agents. 2/ Travel, cruise and hospitality. IBS has for instance one of the largest hotel aggregation platform 3/ Oil&gas and logistics
Number of employees	**2700+**
Countries with operations	IBS has offices in the following locations: 1. USA: Atlanta & Houston, 2. India - Trivandrum, Bangalore and Cochin, 3. Australia – Sydney, 4. Japan – Tokyo, 5. UK- London, 6. UAE – Dubai. Data center locations are Ashburn, Sydney, Tokyo and Frankfurt.
Global revenues	**Not specified**
IATA *Strategic Partnerships* **Main references in airline industry**	Lufthansa, British Airways, KLM, ANA, Sunexpress, Korean Air, Jin Air Singapore Airlines, Qantas, Qatar Airlines, Emirates, Etihad Airways, Turkish Airlines, Malaysia Airlines, Indigo, etc.

Intended positioning on the market

" "

Become the third player in the PSS sector as an alternative to the legacy vendors. Become number 1 in the merchandising sector.

" "

IBS Software Private Limited

IT Provider

Current NDC offer

Product names :
- iFly Res, iCommerce

Addressed Clients :
- Airlines, Aggregators, OTA, other distributors, Cruise Line Companies, Tour Operators, OTAs, Hotels, CBT, MSE, TMCs, etc

"IBS offers 2 natively NDC-compliant solutions:
- **iFly Res** is IBS' NDC-compliant next generation PSS with principles of NDC at its core. It is a customer-centric platform. iFly Res calculates a "customer profile value" to enable personalization.
- **iCommerce** is a PSS-agnostic platform bringing NDC-compliant merchandizing functionalities to an airline using a legacy PSS. Many architectural components of iFly Res and iCommerce overlap but iCommerce benefits from some unique latest modules. iCommerce can also be used by distributors to aggregate content and expose their products like a NDC-compliant airline."

Value proposition

- "**iFly Res** is IBS' NDC-compliant next generation PSS, based on IBS' PSS system created in 2003. Compared to older PSS, its processes and patterns are much more in line with NDC and One Order. In fact, principles of NDC are in the core of iFly Res. iFly Res is a customer-centric platform. Though it handles NDC, iFly Res can also expose IBS services in parallel of NDC.
- **iCommerce** is a PSS-agnostic platform bringing NDC-compliant merchandizing functionalities to an airline. It is meant for carriers using a legacy PSS. Many architectural components of iFly Res and iCommerce overlap (9 of them, for instance the ancillaries module and the customer profile module) but iCommerce benefits from some latest modules not found in iFly Res.
- The iCommerce platform can also be used by distributors to aggregate content. IBS is currently enabling aggregation for a few key customers who are able to expose their products as if they were a NDC complaint airline."

What differentiates this solution

- "Whether it be iFly Res or iCommerce, IBS' solutions are natively NDC compliant.
- Philosophy of both products is to give the airline or the travel organization back the control of their own destiny. Many rule engines, configuration modules and orchestration capabilities are helping IBS customers to control their own destiny without being dependent on IBS or any other IT vendor.
- Both products are fully and truly customer centric. All bookings are part of a customer record. Customer recognition and processing can happen at any customer touchpoint"

Currently in production with

iFly Res: SunExpress, Jin Air, Vanilla Air, Blue Panorama, Albawings, T'way, Fuji Dream Airlines, Amakusa, New Central Airlines, TUI Fly Belgium.
iCommerce : Implementation underway in leading travel companies in Japan, Australia, Norway and America.

NDC Roadmap

- "IBS intends to become the third player in the market, close to Amadeus and Sabre. IBS is dedicated in showing that there are platforms which better respond to the current airlines' need than what they may already use and has already gathered positive reactions from majors airlines when demonstrating IBS' solutions.
- New updates will broaden the scope of NDC services. IBS may do a version of iCommerce dedicated for Business Travel. IBS is working on a fare rule system with conditions on load capacity, routes, etc. to bring some RM within fares."

NDC perception

Modules bringing most value
- Air Ancillary services
- Personalization
- Dynamic pricing

Main pain points heard from industry
- Relationship with their PSS provider
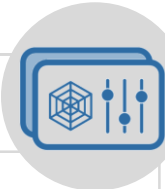- No preliminary analysis of the airline's processes
- Airlines were not aware of NDC

Areas of innovations
- Merchandizing capabilities
- Expand scope of offer (hotels, etc.)
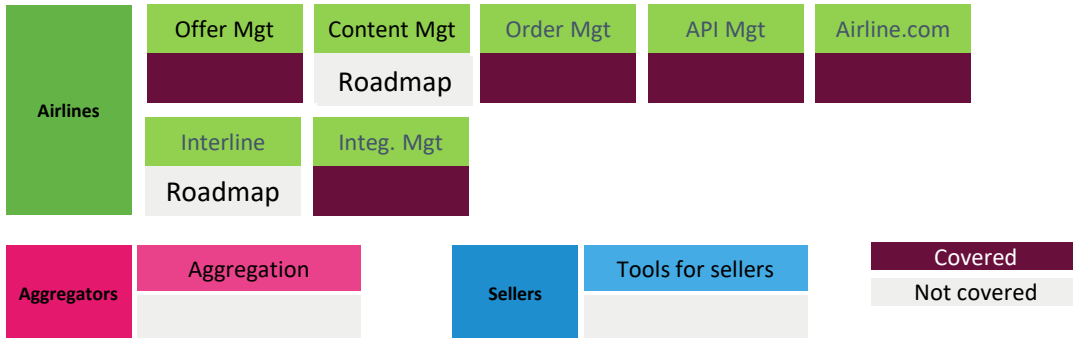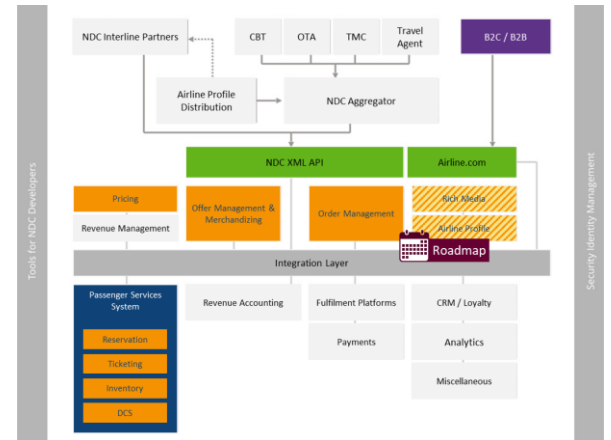- Implement interline
- Untie from PSS

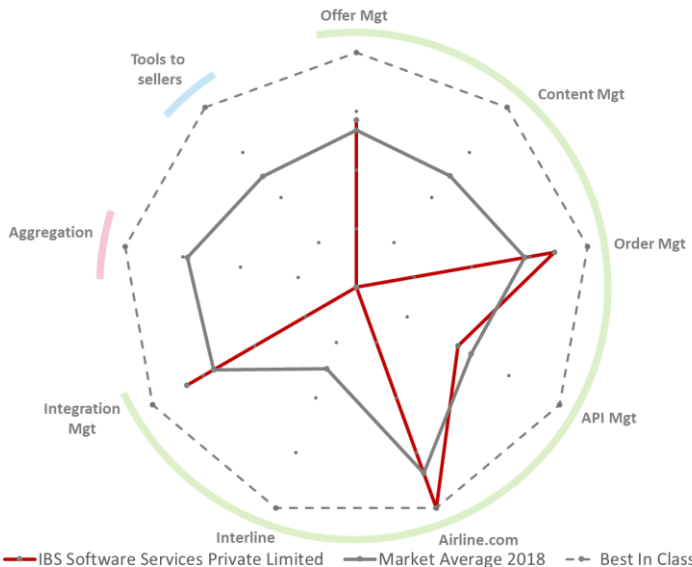CONFIDENTIAL © Sia Partners   2

IBS Software Private Limited

Value chain

Airlines

Offer Mgt	Content Mgt	Order Mgt	API Mgt	Airline.com
	Roadmap			

Interline	Integ. Mgt
Roadmap	

Aggregators

Aggregation

Sellers

Tools for sellers

Covered
Not covered

Architecture

Functional coverage

- IBS Software Services Private Limited
- Market Average 2018
- Best In Class

Offer Mgt
Content Mgt
Order Mgt
API Mgt
Airline.com
Interline
Integration Mgt
Aggregation
Tools to sellers

BRD NDC use cases coverage

81 % **BRD use cases covered**

100 %	Shopping
100 %	Booking
100 %	Payment & ticketing
0 %	Airline Profile
68 %	Interline

Market presence

10 airlines   **0** aggregators   **6+** sellers

Engagement

500+ working on NDC   **N/A%** NDC bookings

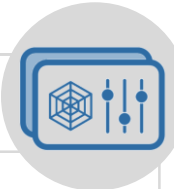**+N/A%** in next 2 years (target)   **N/A%** in 2 years (target)

Key points

- 2 solutions : iFly Res (PSS native approach) and iCommerce (distribution platform on top of PSS)
- Cover both air and non- air ancillaries
- First customer running on iFlyRes : SunExpress (already live on March 2017),
- T'way Air live with Travelfusion on June 2018
- Jin Air will go live Q2 2018

IT Provider

Covered	Not covered

Use cases	Functional items						
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	
Aggregation	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	

Airlines / Aggr. / Sellers (row labels)

* Planned in immediate roadmap

IBS Software Private Limited

IT Provider

Architecture

- **NDC Interline Partners**
- CBT
- OTA
- TMC
- Travel Agent
- **B2C / B2B**

- Airline Profile Distribution → NDC Aggregator

- **NDC XML API**
- **Airline.com**

- Pricing
- Revenue Management
- Offer Management & Merchandizing
- Order Management
- Rich Media
- Airline Profile

Roadmap

Integration Layer

- Passenger Services System
  - Reservation
  - Ticketing
  - Inventory
  - DCS
- Revenue Accounting
- Fulfilment Platforms
- Payments
- CRM / Loyalty
- Analytics
- Miscellaneous

Tools for NDC Developers

Security Identity Management