JR Technologies

Company profile

**Founded in** 2002  
**Head Office** Dublin, Ireland  
**Countries with offices** 2 countries (Ireland and Greece)

**Main activities** "Specializing in NDC related IT Solutions"

**Number of employees** 95  
**Countries with operations** 2  
**Global revenues** Not specified

Main references in airline industry  
IATA (Industry Side), InselAir (Airline side), Sky Bird travel & Tours (Agency Side);

Intended positioning on the market

"""  
NDC-enabled airline retailing strategy solutions  
"""
JR Technologies

Current NDC offer

Product name:
- JR Technologies NDC Platform

Addressed clients:
- Airlines

JR Technologies offers an advanced NDC platform enabling Offer and Order Management connected to the PSS via an integration layer.

- **Offer:** JRT dynamically bundles fare families retrieved from the PSS with extra services stored in the Offer management module.
- **Order Management:** still relies on PSS. JRT retrieves the PNR list from PSS and converts it into a master order, in real-time or by daily-batch. Order Management is customer centric. Its passenger identification module allows for pricing optimization.

Value proposition
- The ONLY working model of Order Management System, with Interline and One Order Support
- Rapid Prototyping
- Innovation

What differentiates this solution
- Advanced modules for offer management and order management, integration with DCS, direct channels (airline web site) based on the same modules of the indirect channels.
- NDC Interline and One Order

Currently in production with Insel Air and IAG

NDC Roadmap
« In 2017-18, JR Technologies plans to:
- Add a next generation Real Time Dynamic Pricing capability to its NDC Platform

Pricing engine: Phase 2: JRT will have a pricing engine when Offer Management modules don’t need PSS anymore (JRT will take over inventory and other functions such as connection building) - Pending

In 2019 the focus will be on passenger direct (B2C) solutions, and increasing market share in B2B solutions (Travel Agencies, TMC, etc)

NDC perception

Modules bringing most value
- Air Ancillary services
- Dynamic pricing
- Order management

Main pain points heard from industry
- No clear view of how to transition
- Relationship with their current IT provider
- Airlines were not aware of NDC

Areas of innovations
- Integration of Loyalty
- Order Management functions
- One Order
- Merchandizing capabilities
**Value chain**

- **Airlines**
  - Offer Mgt
  - Content Mgt
  - Order Mgt
  - API Mgt
  - Airline.com

- **Interline**
- **Integ. Mgt**

- **Aggregators**
  - Aggregation

- **Sellers**

- **Tools for sellers**

**Functional coverage**

**BRD NDC use cases coverage**

- **94%** BRD use cases covered
  - 100% Shopping
  - 94% Booking
  - 100% Payment & ticketing
  - 100% Airline Profile
  - 90% Interline

**Market presence**

- **3** airlines
- **0** aggregators
- **1** sellers

**Engagement**

- **50-100 people** working on NDC
- **<5%** NDC bookings

**Key points**

- Orders sit in the NDC layer. Orders can only be taken by reference: the system needs to have an offer/shopping response to be able to create/modify an order.
- The merchandizing engine has its own price optimization system used to optimize ancillary pricing.
- Order Management is customer centric: it includes a module for passenger identification which links each PAX to a customer account (existing or new).
- Advanced PNR synchronization
- Integration with DCS
# Use cases

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JR Technologies

Architecture

- NDC Interline Partners
- Airline Profile Distribution
- CBT
- OTA
- TMC
- Travel Agent
- B2C / B2B
- NDC XML API
- Airline.com

Integration Layer

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

Tools for NDC Developers

- Passenger Services System
- Reservation
- Ticketing
- Inventory
- DCS

Fulfillment platform

CRM / Loyalty

Payments

Analytics

Miscellaneous