



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





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

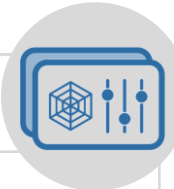
- Air Ancillary services
- Dynamic pricing
- Order management

🔄 Areas of innovations

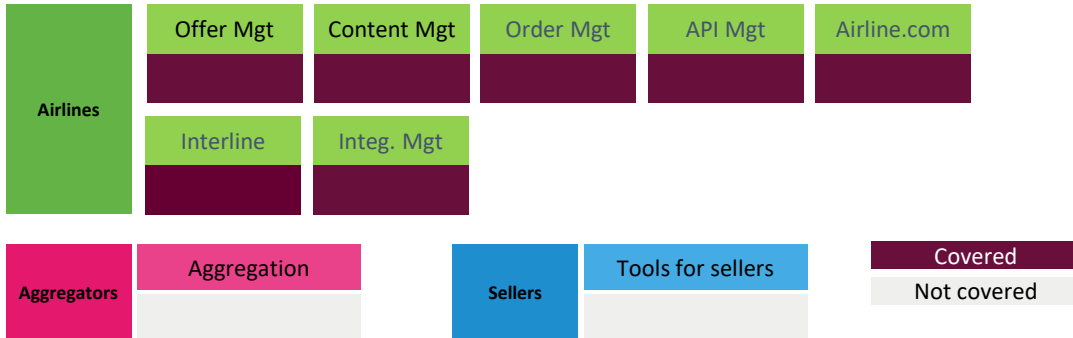
- Integration of Loyalty
- Order Management functions
- One Order
- Merchandizing capabilities

⚠ Main pain points heard from industry

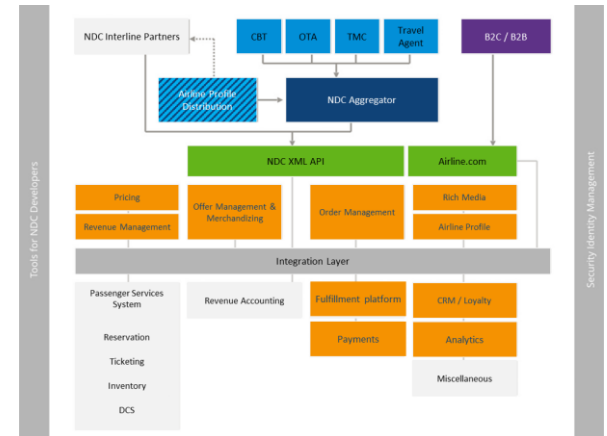
- No clear view of how to transition
- Relationship with their current IT provider
- Airlines were not aware of NDC



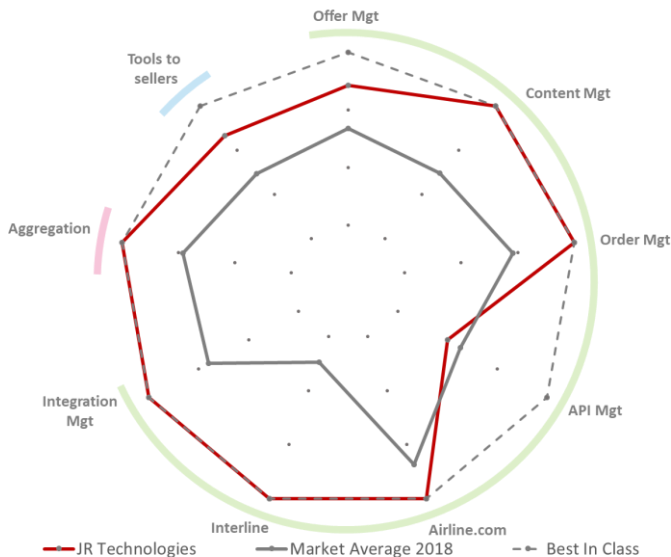
Value chain



Architecture



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

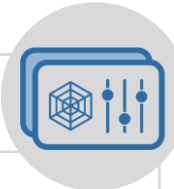
3 airlines, 0 aggregators, 1 sellers

Engagement

50-100 working on NDC, <5% NDC bookings, 50 to 100 % in next 2 years (target), 30-50% in 2 years (target)

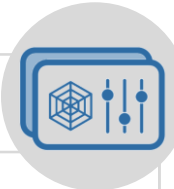
Key points

- 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



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

