



## Company profile

**Founded in** 2009  
**Head Office** UK (London)  
**Countries with offices** 2 countries (UK, Belarus)

**Main activities**

“On Travel Solution (OTS) is a professional full-service software development company specialising in the travel industry. OTS applies modern technologies and methods to deliver a modern Offer and Order Management Solution for airlines aspiring to retail. Solutions include an Internet Booking Engine, Manage My Booking, Check-in and a Payment Hub, which all are available in responsive web and native iOS and Android Apps. OTS also provides a NDC-based API.”

**Number of employees** 100+  
**Countries with operations** 2

**Global revenues** Not specified



**Main references in airline industry** OJSC S7 Airlines

## Intended positioning on the market

“

We enable every airline to retail

”



## Current NDC offer

- Product name :**
- Agent API
  - OTS Agent API, which is a NDC-based API solution, covers the booking process, including ancillaries, and order management.
- Addressed Clients :**
- Airlines, OTA, other distributors
  - OTS helps our customers to connect 100+ partners to consume content directly from the airline

## Value proposition

- Allowing the airline to control the offer regardless of preferred channel
- Allow flexible integrations with partner to offer added value to customers
- Differentiate offerings based on key parameters
- Lower distribution costs and implement a true One Order strategy

## What differentiates this solution

- A license based model which doesn't pose any additional costs to increased direct distribution
- Control of the Offer, the Order and the associated Costs gives airlines a clear view on their monthly payments and
- Designed bottom up based on available technologies today, making legacy of modern technology providers

**Currently in production with** S7 Airlines, Cyprus Airways

## NDC Roadmap

- v18.2 upgrade with Airline Profile & Rich Content
- BSP/ARC payment links
- NDC Based Agency Booking Tool

## NDC perception

### Modules bringing most value

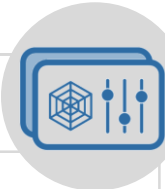
- Air Ancillary services
- Dynamic pricing
- Personalization

### Main pain points heard from industry

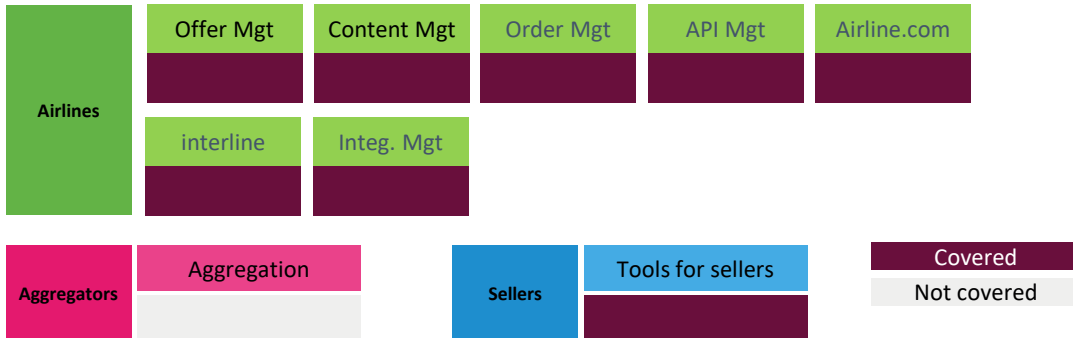
- Business case for NDC not made
- No preliminary analysis of airlines processes
- No clear view on how to transition

### Areas of innovations

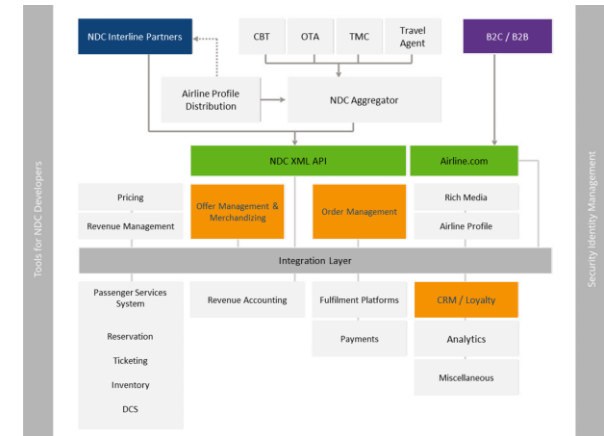
- One Order
- Expand Offer (hotels, etc.)
- Integrate RMS
- Expand Order Management
- Integrate Loyalty



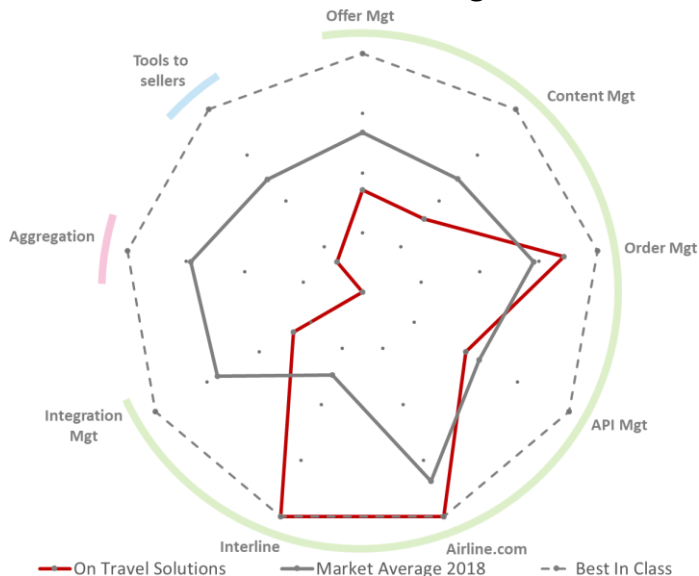
## Value chain



## Architecture



## Functional coverage



## BRD NDC use cases coverage

- 39% BRD use cases covered**
- 55 % Shopping
  - 44 % Booking
  - 100 % Payment & ticketing
  - 0 % Airline Profile
  - 24 % Interline

## Market presence

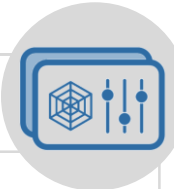
1 airlines, 0 aggregators, 30+ sellers

## Engagement

10-50 working on NDC, 10-15% NDC bookings, 50 to 100% in next 2 years (target), 50% in 2 years (target)

## Key points

- 30+ travel agencies connected
- Allowing the airline to control the offer regardless of preferred channel
- Allow flexible integrations with partner to offer added value to customers
- Differentiate offerings based on key parameters
- Lower distribution costs and implement a true One Order strategy



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

