



## Company profile

**Founded in** 2002

**Head Office address** Ireland (Dublin)

**Countries with offices** 4 countries (Ireland, Spain, Hong Kong SAR, Poland, China)

**Main activities** OpenJaw Technologies provides a comprehensive suite of travel retailing platforms, products and services. OpenJaw's offerings includes the OpenJaw t-Retail, OpenJaw t-Data, OpenJaw t-Social platforms as well as products such as Digital Experience, Supplier Marketplace, Marketing Manager, t-Retail API, a Business Rules Engine and NDC.

**Number of employees** 300

**Countries with operations** Ireland, Spain, Hong Kong SAR, Poland, China

**Global revenues** Not Specified

**Main references in airline industry** The OpenJaw customer portfolio includes: British Airways, Iberia, Cathay Pacific, Cathay Dragon, Kulula Airlines, Hainan Airlines, Sichuan Airlines, Shenzhen Airlines, Hong Kong Airlines, China United Airlines & Tibet Airlines.

## Intended positioning on the market



At OpenJaw, we are reimagining the future of travel retail. The typical traveller is now demanding to access an airline's offers across all channels, and, as a result airlines have to design and distribute their offer across all channels, not just airline.com. OpenJaw will accelerate this transformation by being the solution of choice for airlines wishing to deliver a world-class retail-driven customer experience across all channels.





**Product name :**

OpenJaw t-Retail NDC

**Addressed clients :**

- Airlines

**Current NDC offer**

- OpenJaw t-Retail NDC, a flexible solution that can handle all NDC use cases.
- Offer Management: Offer rules configuration in t-Retail xDistributor Business Rules Engine; Rich and Personalized Offer Response using NDC API (e.g. fare families, ancillary services, rich media)
- Order Management: Order creation for flights and air ancillaries against the airlines PSS; Support for Non Air Order Management against the t-Retail Order record

**Value proposition**

OpenJaw Technologies provides a comprehensive suite of travel retailing platforms, products and services. OpenJaw's offerings includes the OpenJaw t-Retail, OpenJaw t-Data, OpenJaw t-Social platforms as well as products such as Digital Experience, Supplier Marketplace, Marketing Manager, t-Retail API, a Business Rules Engine and NDC.

The main benefits of OpenJaw NDC offering includes:

- Offer Control & complete Order Management
- Personalisation using t-Data (OpenJaw's Data Platform) and Business Rules Engine
- Customer data acquisition and advanced analytics
- Improved customer experience through rich content and product supply
- Expand revenue opportunities through new partners / channels
- Fast on-boarding of new partners
- Distribution cost savings
- Highly Scalable Platform hosted in the Cloud (AWS)
- Overcome legacy technology constraints and enable new innovations

**What differentiates this solution**

OpenJaw t-Retail NDC enables airlines to distribute offers through any channel directly using the t-Retail NDC API, whether this is a Metasearch provider, Online Travel Agency, Travel Management Company or Corporation. At the heart of t-Retail NDC is a set of Offer and Order Management capabilities that enable shopping, booking, payment and servicing. Additionally, the powerful t-Retail Platform business rules engine complements the NDC capabilities by placing full control of the retailing strategy in the hands of the airline.

Underpinning the t-Retail Platform is t-Data, the most powerful data platform that has been built from the ground up purely for travel retailers. OpenJaw t-Data enables automated actions based on product offer, context, customer profile, customer value and machine learning. t-Data interfaces directly with the t-Retail Platform to drive offer optimisation in real-time. t-Data combines intent with machine insights to update the living customer profile during the shopping flow, which can then influence product ranking, pricing and selection.



**Currently in production with Cathay Pacific Airlines**

**NDC Roadmap**

- Multiple API versions support
- Upgrade to NDC v18.2
- IATA IFG Integration
- Airline Profile
- Extensive Agency Profile enhancements
- Involuntary Changes
- Notifications



**Modules bringing most value**

- Air Ancillary Services
- Dynamic Pricing
- Personalization



**Main pain points heard from industry**

- Relationship with their PSS provider
- Business case for NDC not made
- No clear view on how to transition

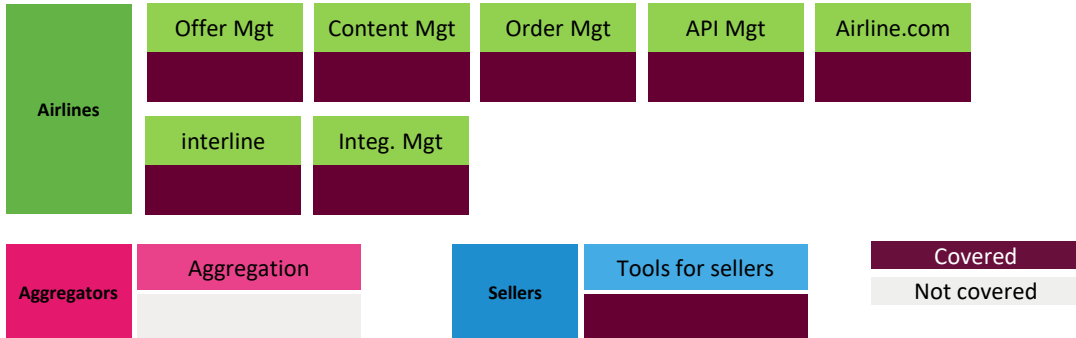


**Areas of innovations**

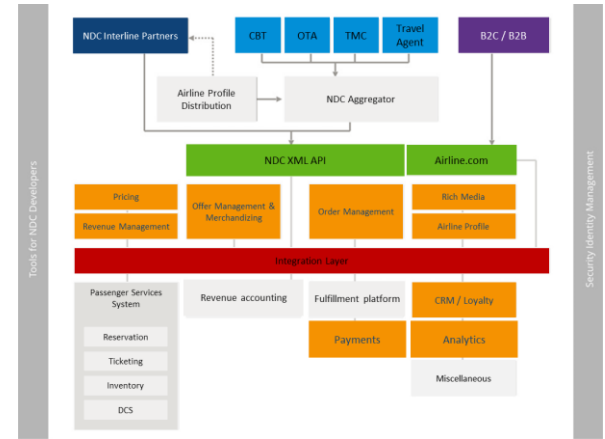
- Merchandizing capabilities
- Order management functions
- Artificial intelligence
- Connectivity (with sellers and aggregators)



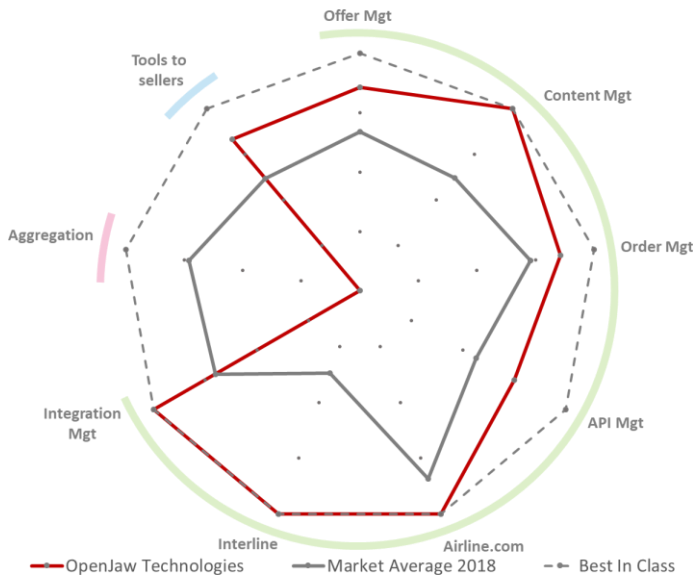
## Value chain



## Architecture



## Functional coverage



## BRD NDC use cases coverage

- 84% BRD use cases covered**
- 100% Shopping
  - 88% Booking
  - 100% Payment & ticketing
  - 0% Airline Profile
  - 80% Interline

## Market presence

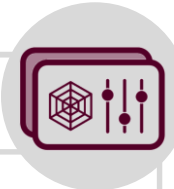
2 airlines, N/A aggregators, 5 sellers

## Engagement

100+ working on NDC, <10% NDC bookings, 0%-50% in next 2 years (target), 15-20% in 2 years (target)

## Key points

- Flexible solution
- Offer and Order Management
- Helping airlines:
  - Control the offer
  - Expand revenue making opportunities
  - Overcome legacy technology constraints



## 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

