



Company profile

Founded in 1990

Head Office Frankfurt - Germany

Countries with offices Germany & Turkey

Main activities

- Provides middleware solutions for airline, especially for distribution
- AirBroker

Number of employees 40

Countries with operations 2

Global revenues -

Main references in airline industry Thomas Cook Airlines, Condor, Flybe, TUIFly
Bucher Reisen, Thomas Cook, TUI, Golf4You

Intended positioning on the market



Positioning in the middle of the touristic distribution process allowing to interact with Airlines and other participants as well, by providing software for many different customer needs.





Product name :

AirBroker NDC

Addressed clients :

- Airlines
- Tour Operators



Current NDC offer

pribas has developed an interface between airlines and distributors, as well as tour operators. NDC interface for Condor, Thomas Cook Airlines and Flybe reservation system is based on the NDC specifications. The interface allows 3rd parties to check availabilities, search fares, create, retrieve, cancel and update bookings, including handling of ancillaries

Value proposition

- Shared understanding of interface along the industry
- Aggregators and Distributors can easily connect to the reservation system of the customer, receiving full content

What differentiates this solution

- Seat-only sales including ancillaries (Airlines)
- Ancillary sales only (Tour-Operators)



Currently in production with Thomas Cook Group

NDC Roadmap

- Next steps :
 - Ticketing & e-process
 - Offer customization
 - Airlines will develop more partnerships
 - Integration of non-Air products
- Remark : The NDC interface improvements depend mostly on the airlines goals, and are highly correlated with PSS

NDC perception



Modules bringing most value

- Air ancillary services
- Rich media
- Order Management



Areas of innovations

- Order Management functions
- Connectivity
- Latest version of NDC standards

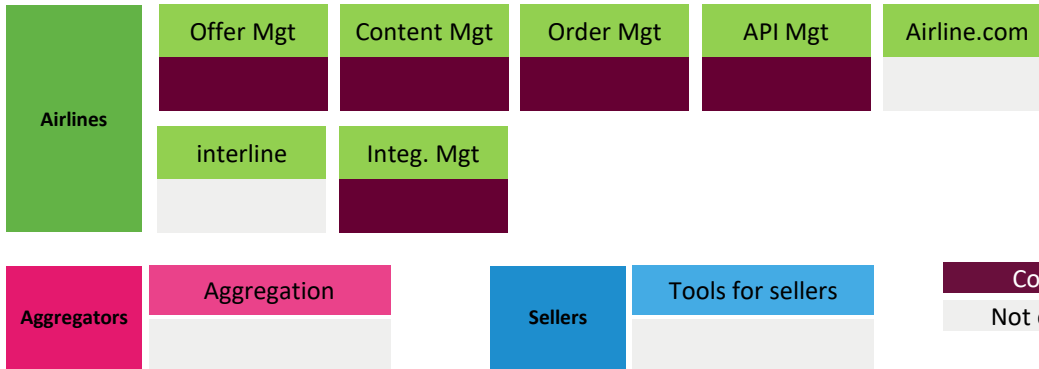


Main pain points heard from industry

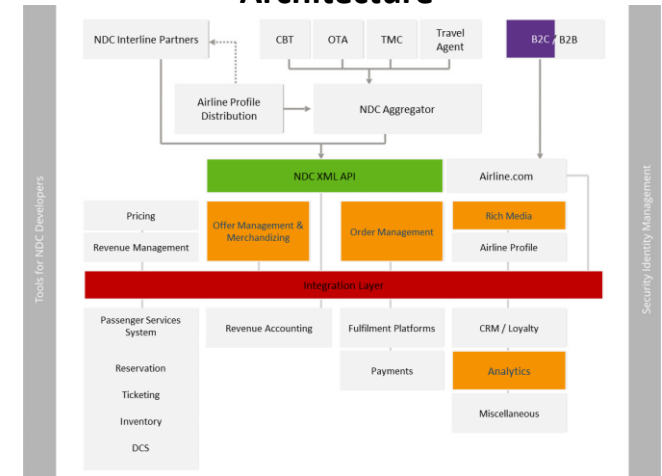
- Airlines are not aware of NDC and don't see the benefits
- They do not have a clear view how to transition
- Airlines' relationship with their IT providers



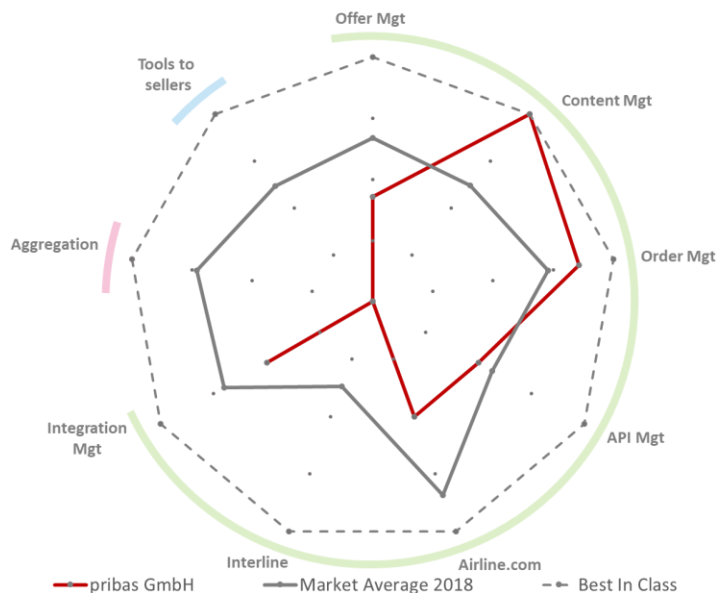
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

- 27 % BRD use cases covered**
- 64 % Shopping
- 56 % Booking
- 71 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

Market presence

3 airlines, 10+ aggregators, 50+ sellers

Engagement

<10 working on NDC, 80% NDC bookings, 0%-50% in next 2 years (target), 80%-90% in 2 years (target)

Key points

- pribas enables aggregators and distributors to connect to airlines reservation system through NDC
- Its currently based on the PSS Altea
- On average 2 months implementation for a new client

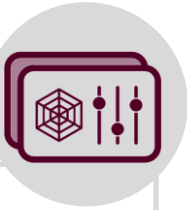


Functional coverage

Covered

Not covered

Use cases		Functional items						
Airlines	Offer Mgt	Air ancillaries	Non-air ancillaries	Personalization <small>Roadmap</small>	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 *	*theoretically with airlines using Altea				
	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

