



Company profile

Founded in 1987

Head Office USA (Houston)

Countries with offices 6 countries (USA., Bulgaria, Ireland, England, France, Germany)

Main activities "PROS is powering the shift to modern commerce, helping competitive enterprises create a personalized and frictionless experience for their customers. Fueled by dynamic pricing science, PROS offers solutions that make it possible for companies to price, configure and sell their products and services with speed, precision and consistency across sales channels."

Number of employees 1000+

Countries with operations 6

Global revenues Not specified



Main references in airline industry Lufthansa Group, British Airways, flydubai, Emirates, Air Canada, Emirates, Qantas, Cathay Pacific

Intended positioning on the market



[PROS](#) Holdings, Inc. (NYSE: PRO) is a cloud software company powering the shift to modern commerce by helping travel companies create personalized and frictionless buying experiences for their customers.





Product names :

- PROS OneSearch, PROS FastSearch, PROS Merchandising

Addressed Clients :

- Airlines, Aggregators, OTA, other distributors, CBT, MSE, etc.

Current NDC offer

- PROS enables turning pricing into a competitive advantage for airlines, allowing them to create and distribute offers consistently across e-commerce and NDC channel independently from PSS. Order Management (booking, payment, fulfillment) is not directly covered by PROS but through cooperation with partners.. This may evolve in the next 2-3 years.“
- PROS also performs aggregation

Value proposition

- Plug& Play' (Saas) Sales Offer platform replacing or complementing existing PSS solutions
- Fully configurable, gives Airline full control of the creation and distribution of the offers
- Omni-channel, give control to airlines of their content for any channel
- High-performance with high scalability and cost effective model for massive volumes
- 'Hybrid' Dynamic Pricing compatible with ATPCo and industry interlining
- Out-of-the box interlining (with ATPCo rules)

What differentiates this solution

- PROS offers a technology and a business model that always optimize quality versus cost for any NDC use (agencies, massive volume, etc....)
- PROS solutions manage interlining out of the box
- Highly configurable by customer through business rules
- Comprehensive suite: Analytics, Merchandising, Dynamic Pricing, Inspiration shopping



Currently in production with Solution is production ready awaiting for airline integration.

NDC Roadmap

- PROS will address current limitations of Offer Mgmt such as true NDC interlining
- Airline Profile will be added to PROS offer in 2019.
- Within the next 2 years, one of PROS priorities will be to expand its platform, by broadening the range of Order Mgt use cases covered while making sure solutions remain compatible with the changes to come.

NDC perception



Modules bringing most value

- Dynamic Pricing
- Personalization
- Order management



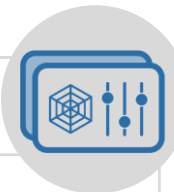
Areas of innovations

- Integrate RMS
- Artificial Intelligence
- Integrate Loyalty
- Expand Order Management Functions
- Migrate to later versions of the NDC Standard

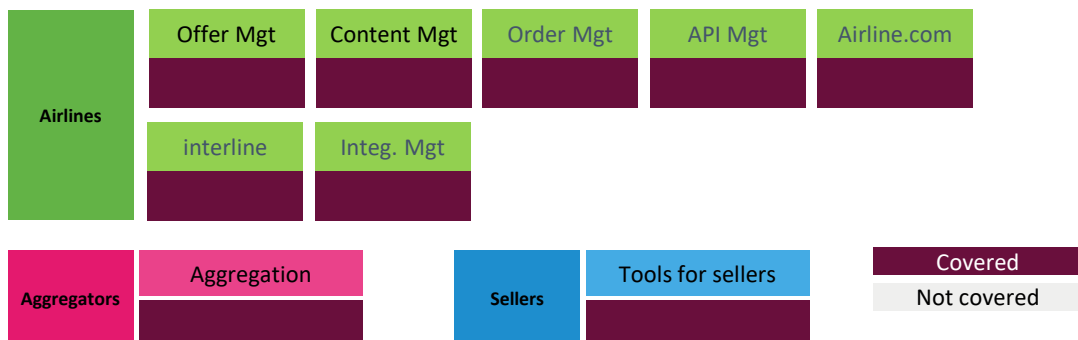


Main pain points heard from industry

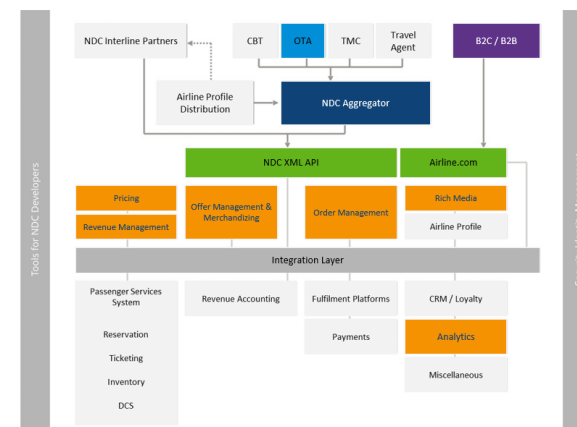
- Relationship with their PSS provider
- Business case for NDC not made
- No clear view on how to transition



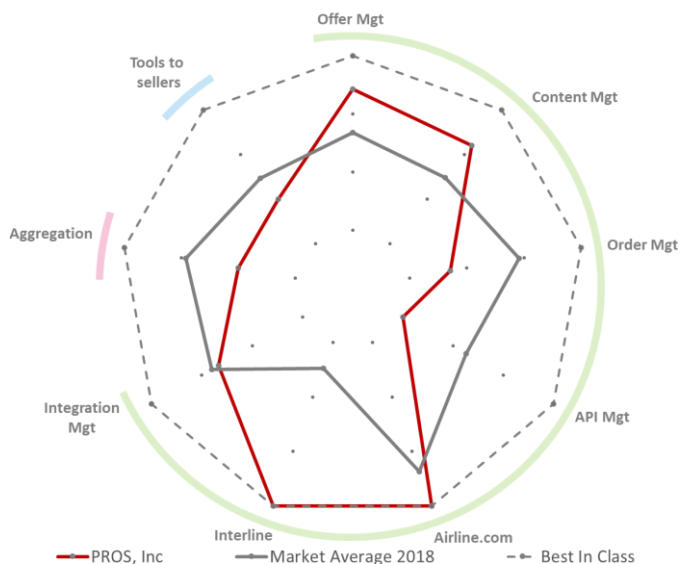
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

- 45 % BRD use cases covered
- 55 % Shopping
- 0 % Booking
- 0 % Payment & ticketing
- 0 % Airline Profile
- 71 % Interline

Market presence

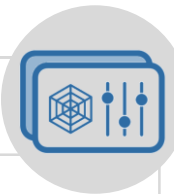
N/A airlines, 0 aggregators, N/A sellers

Engagement

<10 working on NDC in next 2 years (target), N/A% NDC bookings in 2 years (target)

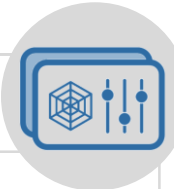
Key points

- PROS uses no caching or asynchronization when building NDC offers.
- PROS offers a fully ATPCO compliant pricing engines with support for CAT 31/33 for repricing
- Corporate travel specific can be satisfied using PROS Rule Engine and Dynamic Pricing engine.
- Connection with most PSS on the market
- Support air and non air ancillaries
- Support affinity shopping



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

