



Company profile

Founded in Hybris was founded in 2002 and acquired by SAP in 2014

Head Office Munich - Germany

Countries with offices All major global countries

Main activities SAP is a global enterprise application software
SAP Hybris, as a commerce platform, is responsible for all of SAP's customer engagement and commerce business. It operates in 16 different industry and has joined the travel industry in 2016, with the objective to provide a complete passenger digital platform for airlines.

Number of employees 87 000

Countries with operations 180

Global revenues €22bn

Main references in airline industry Easyjet, China Express

Intended positioning on the market

“ Providing a complete digital customer platform to airlines, that allows them to implemented a full Omni channel digital strategy. For airlines considering alignment to IATA One Order, it can provide inventory and reservation management capabilities and direct integration to DCS ”



Product name :

SAP Hybris Commerce

Addressed clients :

- Airlines



Current NDC offer

SAP Hybris Commerce is a omni-channel, product centric platform that provides airlines with ultimate flexibility to determine which products are offered at what price, to a specific customer type or group, based on their current activity, profile, booking history, social sentiment & affinity, sales channel, predetermined conditions/rules or propensity to buy.
 Products – fares, flight ancillaries (ATPCo or inventory mastered in SAP Hybris) & partner products (hotel, car, ground) - are stored individually in a central catalogue allowing airlines to create any number of different merchandising and pricing options; disaggregated, bundled, private, packaged or dynamically built.

Value proposition

- SAP Hybris Commerce Offer Management provides total control of products and prices allowing airlines to achieve an individual customer offer, through any sales channel, for a specific product inventory on a specific flight or aircraft based on any number of attributes or conditions.

What differentiates this solution




- Single Omni channel platform providing comprehensive suite of integrated capabilities
- merchandising, offer and order management, bundling, Web content management, personalisation, promotion management and rules.

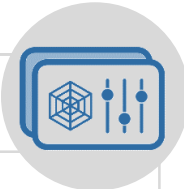
 **Currently in production with live with China Express Air, in implementation with EasyJet**

NDC Roadmap

- **August 2017 : 3rd release** : IATA NDC v16.2
 - dynamic packaging for non-air ancillaries
 - ATPCo Shopping integration
- **Q1 '18 : 4th Release** : IATA NDC v17.1
- **IATA One Order Pilot and 18.1**
- **In the long term** : Interlining

NDC perception

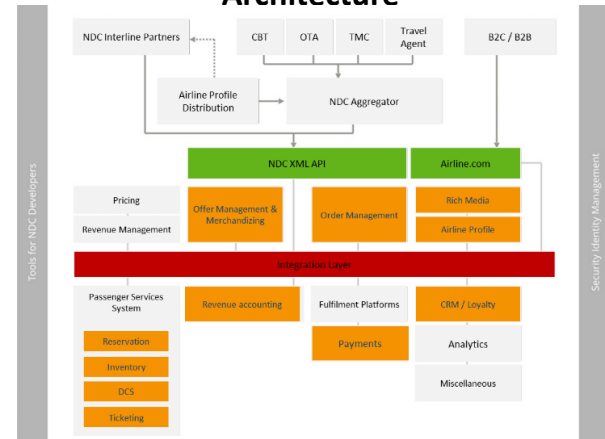
- | | |
|---|---|
| <p> Modules bringing most value</p> <ul style="list-style-type: none"> • Dynamic pricing • Air ancillary services • Personalization | <p> Areas of innovations</p> <ul style="list-style-type: none"> • Integration of RMS • One Order • Untie from PSS |
| <p> Main pain points heard from industry</p> <ul style="list-style-type: none"> • Airlines' relationship with their PSS provider | |



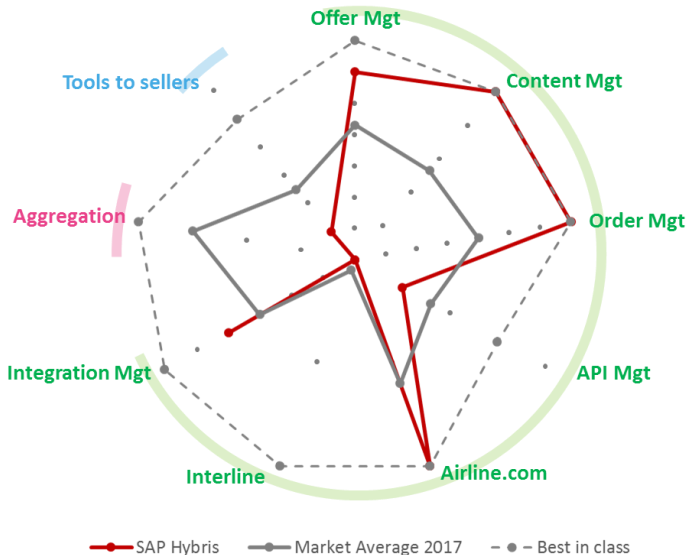
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

- 38 % BRD use cases covered**
- 91 % Shopping
- 94 % Booking
- 57 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

Market presence

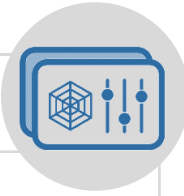
2 airlines 4 sellers

Engagement

10-50 working on NDC N/A NDC bookings
 0%-50% in next 2 years (target) 5-10% in 2 years (target)

Key points

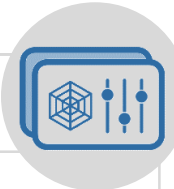
- Omni-channel platform to enables airlines to sell and bundle products from different sources
- The solution has an open architecture to enable a flexible implementation



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

