



Company profile

Founded in 2001

Head Office Moscow – Russian Federation

Countries with offices Russian Federation ; Germany

Main activities Sirena-Travel JSC is the largest domestic airline inventory (PSS) and global distribution system (GDS) provider in Russia. It also provides DCS for airports.

Number of employees 350

Main references in airline industry 1H

Intended positioning on the market

“

International PSS & GDS
provider

”



Product name :

Leonardo NDC GTW

Addressed clients :

- Airlines



Current NDC offer

- Leonardo NDC Gateway product is intended for airlines using Sirena-Travel Leonardo PSS product as the inventory host and allows product and services distribution on direct channels of interaction with seller systems.
- Leonardo PSS is a passenger-centric, intelligent airline platform, which ensures an “all-in-one” solution in combination with an affordable pricing policy, short implementation deadlines and quick “time-to-market” for all sales channels.

Value proposition

- The AirShopping transaction set supports both demanding and flexible shopping experiences for anonymous or personalized shopping. Rich attribute shopping support date range +/-3 days (calendar) shopping as an example.
- The response returns offers which may include branded offers or itinerary-priced offers with or without priced ancillary services.

What differentiates this solution

We have a plan to implement two different NDC solution:

- Leonardo NDC Gateway - for Sirena-Travel hosted airlines
- Sirena-Travel NDC gateway - for Sirena-Travel GDS participated Travel Agencies.

 **Only available in test environment at this point, development in progress with several companies on the Russian market.**


NDC Roadmap

- **2018 : Leonardo NDC GTW IT Provider Level 3**
Offer&Ordermanagement, Interline, Airline Profile
- **2019 : Sirena-Travel NDC GTW Aggregator Level 3**
Offer&OrderManagement

NDC perception

 **Modules bringing most value**

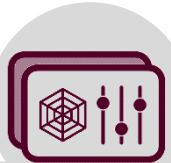
- Integration with legacy
- Non-air ancillary services
- Affinity shopping

 **Areas of innovations**

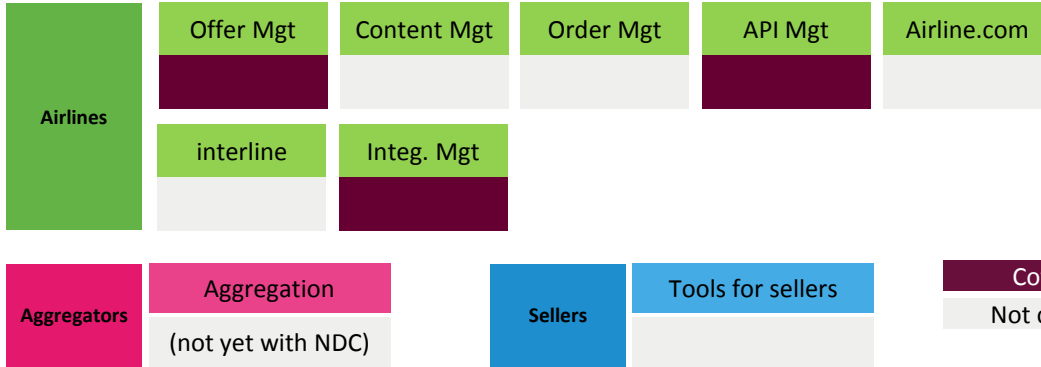
- Interlining
- One Order
- Connectivity

 **Main pain points heard from industry**

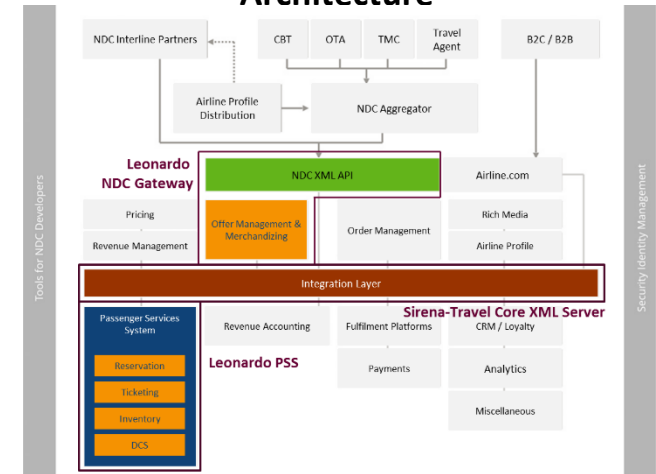
- Airlines’ relationship with their IT providers
- Lack of funds for NDC
- Airlines’ relationship with their PSS



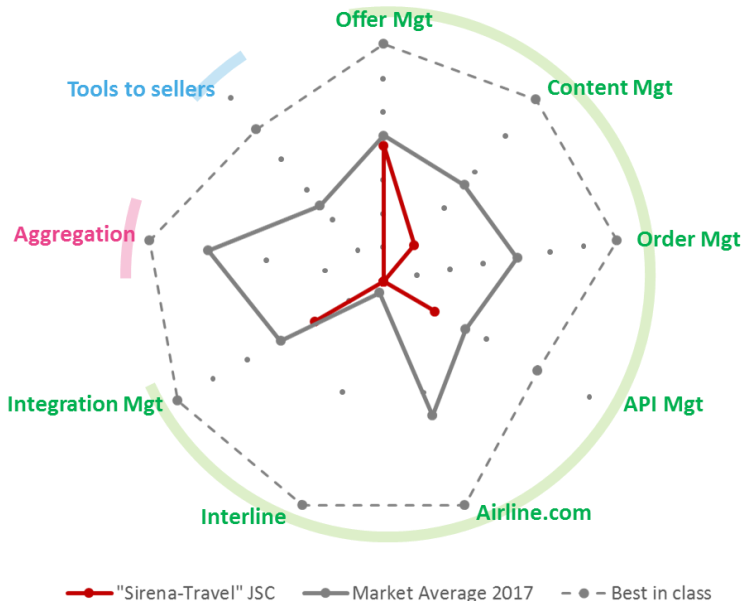
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

- 8 % BRD use cases covered
- 55 % Shopping
- 0 % Booking
- 0 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

Market presence

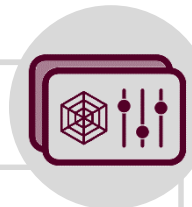
N/A airlines, N/A aggregators, N/A sellers

Engagement

<10 working on NDC, +50%-100% in next 2 years (target)
 N/A NDC bookings, 1% in 2 years (target)

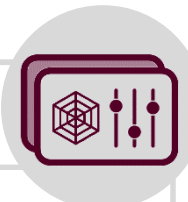
Key points

- Sirena Travel provides a platform to enables airlines using its PSS to use NDC
- It currently focuses on the Shopping module



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

