Travelsky

**Company profile**

**Founded in** 2000

**Head Office** China (Beijing)

**Countries with offices** 7 countries (CHINA (MAINLAND, HONGKONG, TAIWAN), USA, GERMANY, SOUTH KOREA, JAPAN, AUSTRALIA, SINGAPORE)

**Main activities** Generalist IT Provider and Aggregator providing PSS service, Airline IT Products and GDS

**Number of employees** 5000+

**Countries with operations** 7

**Global revenues** 188M USD in 2017

**Main references in airline industry** N/A

**Intended positioning on the market**

“
A leading PSS, GDS and Airline IT provider in Asia. A world-class airline and travel information generalist provider.

”
Airlines can build and distribute their products quickly and efficiently, and have more control of the channels, and travel agents and OTA and corporates can direct connect to the Airlines and purchase airline products.

**Value proposition**
"Airlines can build and distribute their products quickly and efficiently, and have more control of the channels, and travel agents and OTA and corporates can direct connect to the Airlines and purchase airline products."

**Current NDC offer**
- CDP allows airlines to build and distribute their products quickly and efficiently. It also gives them more control on distribution channels. Travel agents, OTAs and corporates can direct connect to airlines and purchase airline products.
- CDP offers Offer and Order Management functionalities, as well as a pricing module and APIs.
- CDP relies on PSS for inventory but Order Management doesn't rely on it: orders are mapped to the PNR/ticket/EMD.

**What differentiates this solution**
"An integrated airline distribution solution conform to NDC standard"

**Currently in production with**
In production for 33 airlines, including Air China, Hainan Airlines, Shandong Airlines, etc.

**NDC Roadmap**
- Steps 1 to 6 were implemented and will be further improved in the coming years (for instance: dynamic pricing):
  - (1) A direct connect framework conformed to the NDC architecture
  - (2) Offer Management and Order Management
  - (3) NDC API
  - (4) Rich Media Management
  - (5) Non-Air products
  - (6) API Management
- Steps 7 and 8 will be implemented in the next years
  - (7) Interline
  - (8) Complicated Offer Management

**NDC perception**

1. **Modules bringing most value**
   - Rich media
   - Non-air ancillary services
   - Air Ancillary services

2. **Main pain points heard from industry**
   - No clear view on how to transition
   - A powerful and flexible OMS

**Areas of innovations**
- One Order
- Integrate RMS
- Integrate Loyalty
- Untie from PSS
Travelsky

Value chain

Airlines
- Offer Mgt
- Content Mgt
- Order Mgt
- API Mgt
- Airline.com

Aggregators
- Aggregation

Sellers
- Tools for sellers

Functional coverage

BRD NDC use cases coverage
- 30% BRD use cases covered
- 64% Shopping
- 56% Booking
- 100% Payment & ticketing
- 0% Airline Profile
- 0% Interline

Market presence
- 33 airlines
- 0 aggregators
- 99+ sellers

Engagement
- 50-100 working on NDC
- +0 to 50% NDC bookings in next 2 years (target)
- 39% NDC bookings in 2 years (target)

Key points
- Travelsky offers a CMS on which companies using CDP will upload themselves their rich content.
- Travelsky offers self-development reporting tools that integrate with legacy analytic tools.
- Travelsky has integrated its “easyfare” fare system in its solution.
- No modularity: modules can not be implemented independently.
- There is no rule engine for Offer yet. A basic configuration is made by hard coding.

Architecture

Integration Layer

Offer Management
- Revenue Management &Monetization
- Order Management

Airline Profile
- Airline.com

NDC Aggregator
- NDC Interline Partners

Architecture value chain

Offer Mgt
- Mgt
- Content Mgt
- Order Mgt
- API Mgt
- Airline.com
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