



TravelSky

IT Provider



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. ”



Current NDC offer

Product name :

- CDP (Carrier Direct Platform)

Addressed Clients :

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

- “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.”

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."

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

⚠ Modules bringing most value

- Rich media
- Non-air ancillary services
- Air Ancillary services

⚠ 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

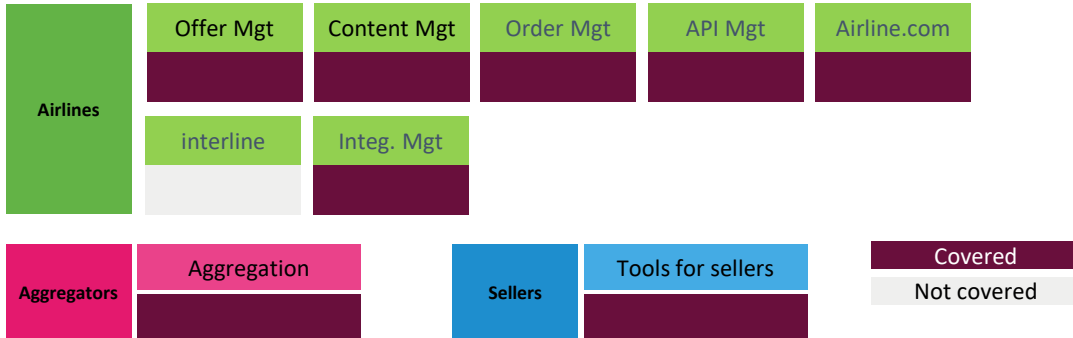


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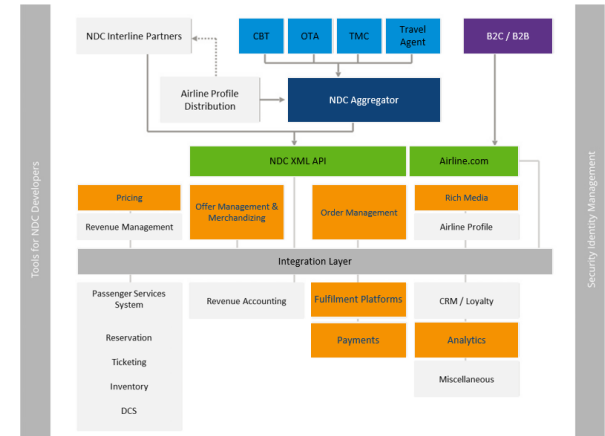
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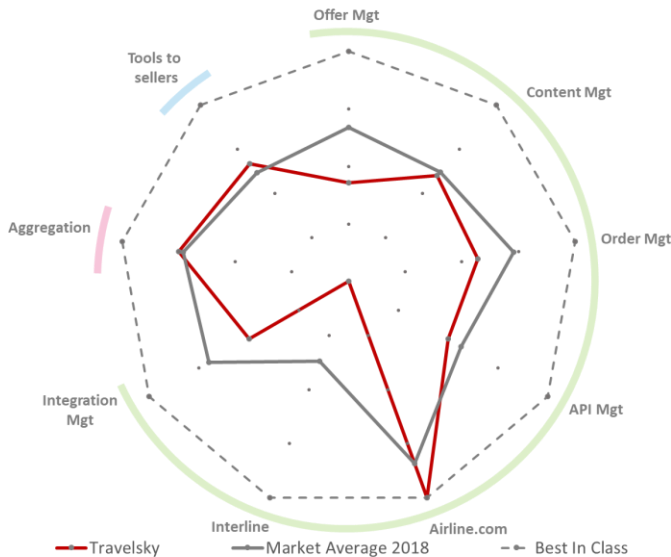
Value chain



Architecture



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% in next 2 years (target)
 39 % NDC bookings, 45% in 2 years (target)

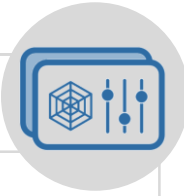
Key points

- 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.



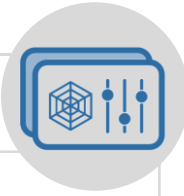
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Covered	Not covered
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	Use cases	Functional items						
Airlines	Offer Mgt	Air ancillaries	Non-air ancillaries	Personalization	Dynamic pricing	Rich media	Affinity shopping	New offer logic
	Content 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

