



### Company profile

**Founded in** 2016

**Head Office** Kochi - Kerala - India

**Countries with offices** India

**Main activities** “Verteil Is a travel technology platform provider, whose vision is to build a customer centric next-generation direct connect airline distribution platform”

**Number of employees** 10

**Countries with operations** 2

**Global revenues** -

#### Main references in airline industry

“We selected Verteil to be our direct connect technology partner as we found their direct connect solution will be the best to transform our existing booking platform (ITop) by enabling NDC based direct connect with major airlines operating in the Indian Market”  
Biji Eapen , President , IAAI (IATA Agents Association of India)

### Intended positioning on the market

“ Verteil's vision is to create a direct connect airline distribution platform for Offline and Online Travel Agencies, based on IATA NDC standard, to directly connect to the airlines and to access the entirety of their products and services.

Verteil aims to be the market leader in airline distribution in the Asian market : India, Asia Pacific and the middle east hub ”



**Product name :**  
Verteil Direct Connect

**Addressed clients :**  
Offline and Online Travel Agencies  
(leisure market)



**Current NDC offer**

Verteil's Direct Connect distribution platform will enable travel suppliers to innovate and sell new products and services directly to the travelers through many exciting new innovations in their next generation airline e-commerce platform.

It will provide travelers a fully transparent travel experience by allowing them to take informed decisions comparing product offers from different suppliers against a wide range of attributes.

Verteil's positioning is to integrate NDC and non-NDC solutions from suppliers and provide a complete aggregated standardized offer to travel agencies and OTAs in India, Asia Pacific and Middle East markets.

**Value proposition**

- **Agencies :** Enrich the services and product information, to maximize revenues through ancillary sales and to improve customer service.
- **Travelers :** Ability to choose a travel experience instead of just buying products through one stop shop of travel related products.

**What differentiates this solution**

- Verteil has developed a generic configuration oriented gateway engine which facilitates quick integration with airlines.
- Lower total cost of ownership for travel service providers
- Highly scalable distribution platform hosted on public cloud

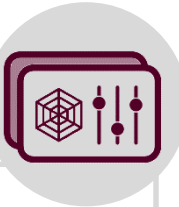
 Will be in production by end of 2017

**NDC Roadmap**

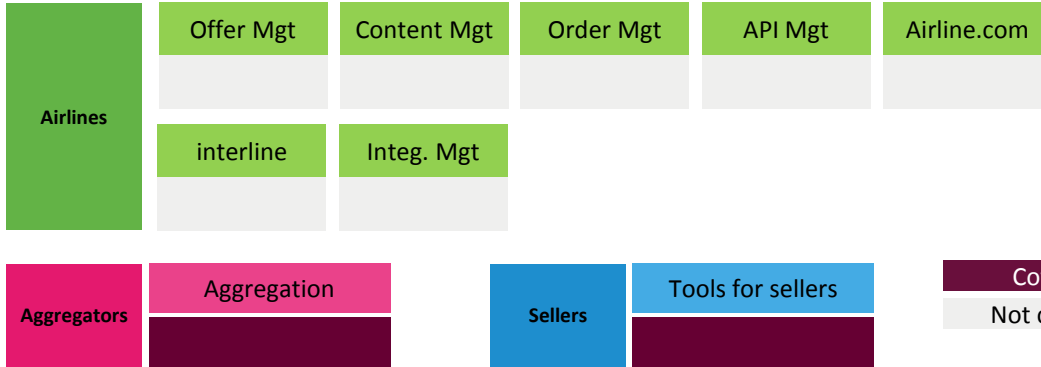
- **End of 2017:** First version of Verteil Direct Connect goes LIVE
- **Middle term:** Extending the team to 35 people & expand operations.
- **Next developments for NDC :**
  - Affinity shopping management
  - Remodel the existing payment landscape
  - Non-air ancillaries
  - Metasearch engine connection in the long-term

**NDC perception**

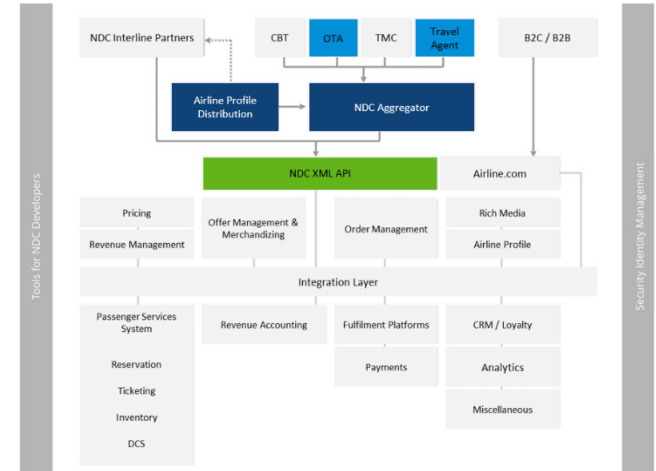
- ⚠ **Modules bringing most value**
  - Air ancillary services
  - Personalization
  - Rich media
- ⚠ **Main pain points heard from industry**
  - The ROI for NDC is not proven
  - Understanding of NDC is limited among the travel agency community
  - Airlines yet to utilize full power of NDC (Personalization, Unbundling etc)



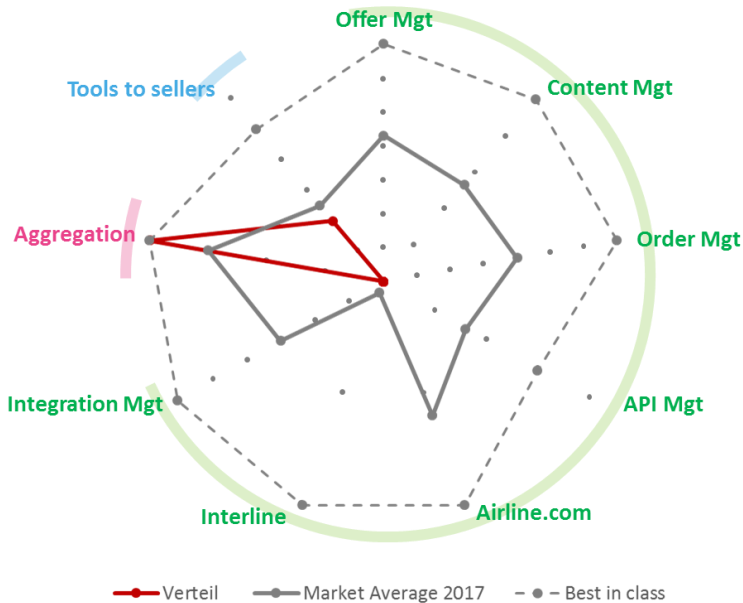
## Value chain



## Architecture



## Functional coverage



## BRD NDC use cases coverage

**42 % BRD use cases covered**

- 55 % Shopping
- 63 % Booking
- 71 % Payment & ticketing
- 100 % Airline Profile
- 24 % Interline

## Market presence

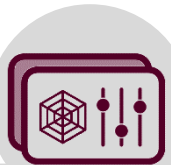
3 airlines, 1400 sellers

## Engagement

10 working on NDC, 35 in next 2 years (target)  
 N/A NDC bookings, 30-40% in NDC bookings in a 2 years (target)

## Key points

- Aggregation platform through Direct Connect
- Targets online and offline agencies : travel agent and OTA
- India, Asia Pacific and Middle East market

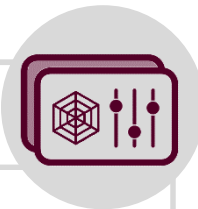


Functional coverage

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

