



Company profile

Founded in 2007

Head Office Beijing – China

Countries with offices China

Main activities “Wintelia is an IT provider with open sources. We involved in travel industry from 2007 with IT solution, such as CALL CENTER SYSTEM, B2C SYSTEM, Operation control system, FFP, PAX service solution ...”

Number of employees 900+

Countries with operations 1

Global revenues -

Main references in airline industry CZ,CA,MU,HU,3C,GY,ZH...more than 40 airlines in China

Intended positioning on the market



The most professional IT provider
company in travel industry.





Product name :

Uniform Service API

Current NDC offer

Uniform Service API is a solution to distribute airlines products (from Airline.com) to local travel agencies and OTA through direct connect.

Addressed clients :

- Airlines
- Local agencies



Value proposition

As the management of selling channels is uniformized, the airlines can :

- control the channels by themselves
- lower their system built cost
- quick develop B2C webs
- etc



Currently in production with Guizhou colorful airline.

NDC Roadmap

Connectivity: increase the number of OTAs connected to the system (2 in September 2017, 9 other to come)

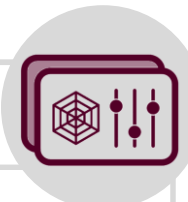
Features :

- Build an ancillary inventory for airlines
- Rich content management
- Personalization / Customized offer

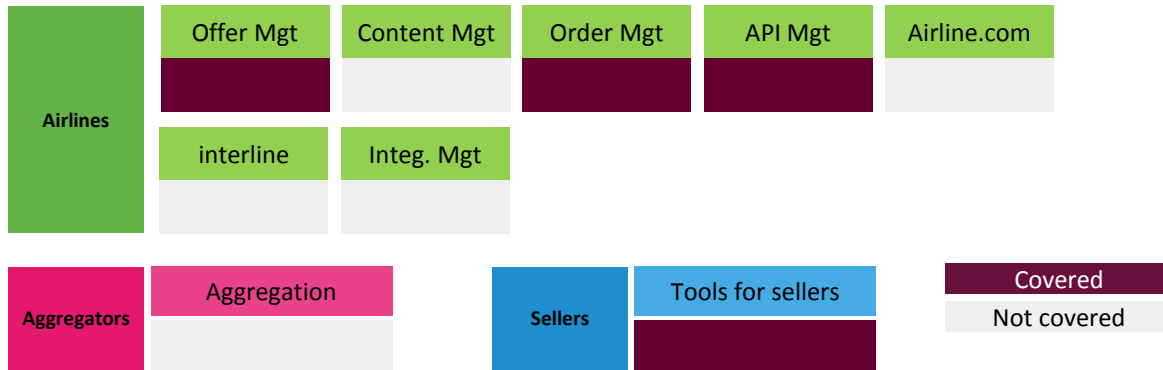
NDC perception

(!) Main interrogations heard from industry

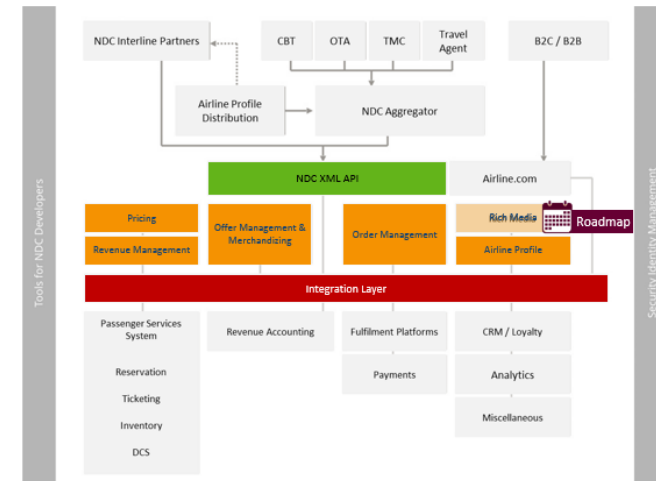
- Can this solution will support all of their business model in the future?
- How to expand the rich media on the selling channels
- How to design an uniform order model in order to support all the products



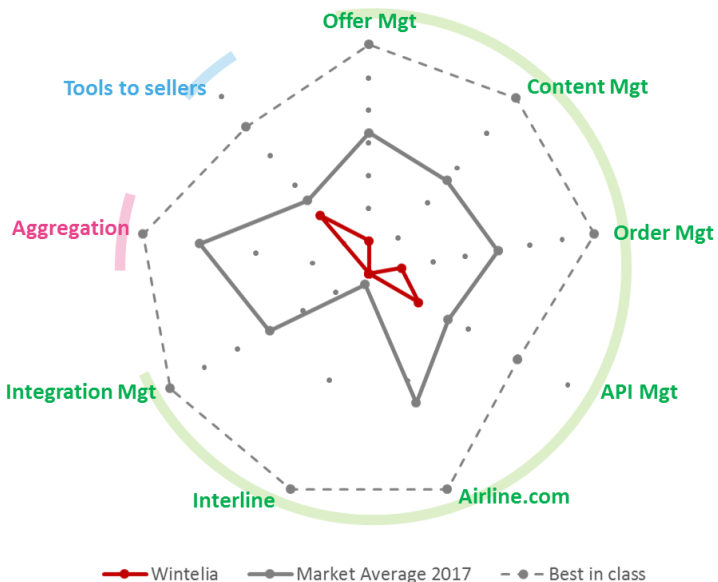
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

18 % BRD use cases covered

- 27 % Shopping
- 31 % Booking
- 86 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

Market presence

1 airlines
4 sellers

Engagement

<10 working on NDC
50%-100% in next 2 years (target)

40% NDC bookings
60% in 2 years (target)

Key points

- Wintelia NDC product enables travel agent to sell airlines product through NDC



Functional coverage

				Covered				Not covered	
Use cases		Functional items							
Airlines	Offer Mgt	Air ancillaries	Non-air ancillaries (Roadmap)	Personalization	Dynamic pricing	Rich media (roadmap)	Affinity shopping	New offer logic	
	Content Mgt	Reference in NDC message	Text	Video	Picture	Multi-language			
	Order Mgt	Order creation	Post-booking ancillaries (Roadmap)	Order change	Order cancellation	Payment	Order repository	One Order (Roadmap)	
	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

