



**Company profile**

<b>Founded in</b>	1985
<b>Head Office</b>	Ireland (Dublin)
<b>Countries with offices</b>	7 countries (Ireland, UK, China, USA, Netherlands, Argentina, Philippines)
<b>Main activities</b>	"Datalex is a market leader in digital commerce for travel retailers. The Datalex Digital Commerce platform enables a travel marketplace of over one billion annual shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. The Platform provides an offer and order management commerce framework to orchestrate, personalize and fulfil all offers across rapidly evolving direct and indirect channels."
<b>Number of employees</b>	<b>600+</b>
<b>Countries with operations</b>	14 Countries ; 4 Global Continents
<b>Global revenues</b>	<b>55.3M USD in 2016</b>
<b>Main references in airline industry</b>	Customers include: Aer Lingus, Abacus, Air China, Air Transat, Brussels Airlines, Copa Airlines, Edelweiss, HP Enterprise Services, Hainan Group Airlines, IBM Travel & Transportation, JetBlue Airways, Philippine Airlines, SITA, Swiss International Air Lines, Virgin Atlantic, Virgin Australia, West Air.

**Intended positioning on the market**

“  
**Digital Commerce for Travel  
 Retail**  
 ”



**Current NDC offer**

- Product name :**
- Datalex Digital Commerce Platform
- Addressed Clients :**
- Airlines
- "Our Commerce platform architecture has been designed around the concept of unified offer and order management across all channels.
  - Our customers have the ability to dynamically tailor and merchandise all offers across all channels whilst maintaining one single view of the customer.
  - Compliance with NDC offer and order management standards are an integral part of the solution."

**Value proposition**

- **Offer Management** allows Airlines to create and dynamically price offers to multiple channels. Limitless ancillary/optional products and services and extensive array of non-air ancillary offerings. All offers are held in an offer catalogue where airline controls offer expiration and can gain insight on the policies used to create the offer.
- **Order Management** provides for full order lifecycle servicing and fulfillment. It is the customer hub for all pre-trip, during-trip and post-trip operations and a record of all offers and purchases at all touch points. This ensures one single view of the customer throughout their travel retail experience.
- **Omni Channel:** allows the airline to control, configure and operate the offer and order management framework across all B2C and B2B applications or/and as an intelligent API platform
- **Technology & Architecture** A scalable, and modular Commerce Architecture which exposes all underlying functionality through an intelligent API platform.

**What differentiates this solution**

"Our Commerce platform architecture has been designed around the concept of unified offer and order management across all channels. Our airline customers use our platform to provide an omni channel customer experience, to control the offer across channels and to manages a marketplace of partner suppliers and distributors. The NDC offer and order management standards have become an integral part of the solution."

**Currently in production with Swiss Airlines**

**NDC Roadmap**

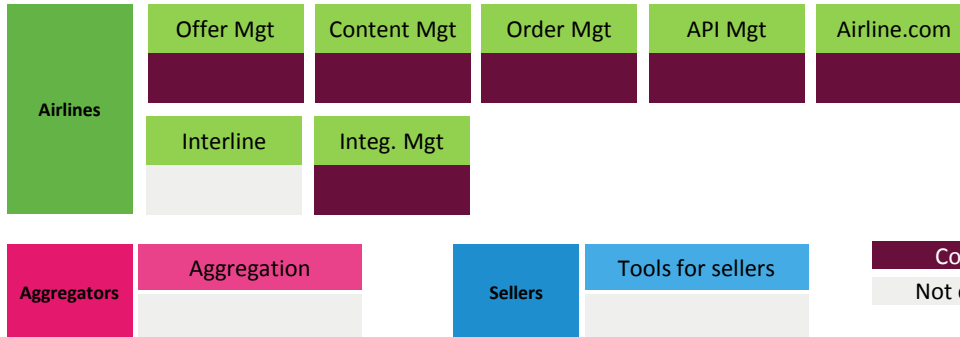
- **Q4 2017:** Enhanced Support Flows for Agencies and Recognized Travelers / Support new search criteria / Support Change Ancillary flows / Add Emergency Contacts / Support menu assessment options and extra FOPs
- **2017 - 2018:** Support for 17.2 / Add Airline Profile / Interline Support / One Order Support

**NDC perception**

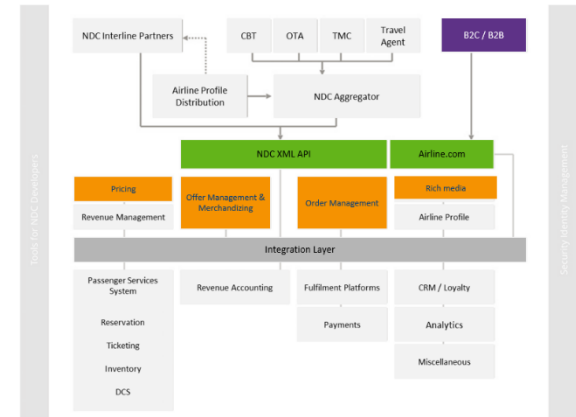
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| <p> <b>Modules bringing most value</b></p> <ul style="list-style-type: none"> <li>• Air Ancillary services</li> <li>• Personalization</li> <li>• Dynamic pricing</li> </ul>  | <p> <b>Areas of innovations</b></p> <ul style="list-style-type: none"> <li>• Artificial Intelligence</li> <li>• Merchandizing capabilities</li> <li>• Integrate RMS</li> <li>• Order Management</li> </ul> |
| <p> <b>Main pain points heard from industry</b></p> <ul style="list-style-type: none"> <li>• No preliminary analysis of airline's processes</li> <li>• Airlines do not have a clear view of transition</li> <li>• Relationship with their current IT provider</li> </ul> |  |



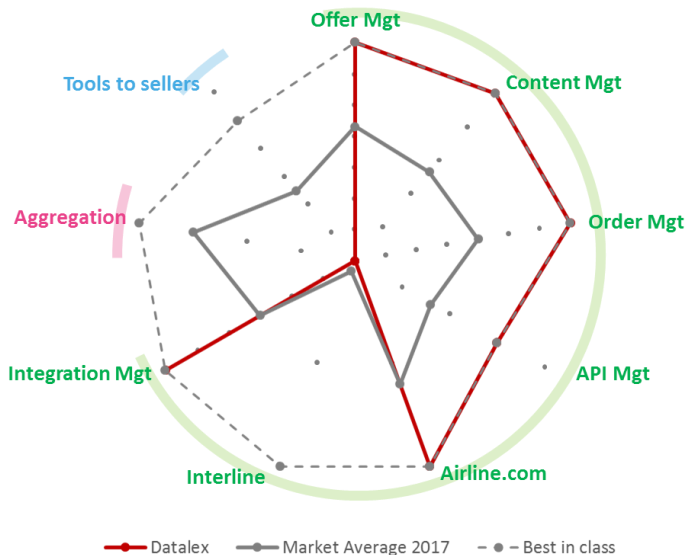
**Value chain**



**Architecture**



**Functional coverage**



**BRD NDC use cases coverage**

- 69 %** BRD use cases covered
- 100 % Shopping
- 69 % Booking
- 71 % Payment & ticketing
- 0 % Airline Profile
- 63 % Interline

**Market presence**

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

**Engagement**

200 working on NDC  
 +0 to 50 % in next 2 years (target)  
 10 % NDC bookings  
 20 % in 2 years (target)

**Key points**

- Focus on NDC solution for airlines, no aggregation function
- Dynamic Pricing engine
- Air and non-air ancillary services
- Partial interlining
- Extensive Supplier Sourcing (Travel & Retail)



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**

