

## **Guestlogix Reveals its New Airline Commerce Platform at APEX EXPO 2017**

*The company's data-driven platform addresses carriers' revenue, sales & marketing needs, heralds a new era in airline retailing, ancillary revenues and passenger experience*

**Long Beach, CA. September 25, 2017** - Guestlogix, the global provider of airline commerce technology and a pioneer in onboard retailing and ancillary revenue generation, is unveiling its new airline commerce platform at the Airline Passenger Experience (APEX) EXPO on September 26-28.

Guestlogix is revealing this new technology to an airline industry facing familiar challenges – overbooking, razor-thin profit margins, legacy technologies that are stymying efficiencies, and decreasing levels of customer service. Combined, these factors have created a less-than-stellar travel experience for passengers.

“For years, airlines have been locked in a race to the bottom for the lowest fares while passenger experience has become more stressful and commoditized,” said Mike Abramsky, CEO of Guestlogix. “The only way for airlines to significantly increase revenues is to rethink how they sell ancillary merchandise. For that they need a data-driven and customer-focused approach to onboard retail that supports both increased passenger satisfaction and ancillary revenues.”

Most airlines recognize the necessity of a new approach, but lack the retail infrastructure and marketing mindset to achieve this effectively.

### **A platform that integrates retail best practices with air travel realities**

Applying the best practices of retailers like Starbucks and Amazon to airline ancillary sales – mobile-centric purchasing channels, frictionless payments, creating positive customer experiences at every touchpoint, and leveraging data to forecast demand and provide customized offerings and recommendations – the Guestlogix airline commerce platform allows airlines to ‘consumerize’ the passenger experience. With this platform, airlines now have data analytics, predictive machine learning and personalized communications that are up to the standards of leading “on-the-ground” retail brands. In fact, the entire platform is built around data: data that can be turned into business intelligence and profitable decision-making.

The Guestlogix platform integrates with an airline’s operational systems, including loyalty, ERP, booking and departure control. It also features an easy-to-use management console, enabling sales and marketing teams to monitor sales data across all flights for high and low performers and anomalies, design and execute in-flight campaigns and manage inventory based on real-time data.

The two major operational components of the platform are a flight attendant POS and a consumer-facing passenger app. The passenger mobile app serves as a personal concierge allowing the user to browse the onboard catalog, make purchases easily with multiple payment methods and currencies, and take control of their comfort and stress with personalized, relevant offerings. Flight attendants can access the platform through the POS app on the airline’s device of choice, open and close ordering with a single touch, quickly review passenger orders (including pre-orders) and monitor inventory.

Currently in pre-release, launch partners and existing airline customers will be deploying the new platform through Q4, with the full commercial release scheduled for January 15, 2018.



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### **A new solution from an established innovator**

For over a decade, Guestlogix has been developing onboard retail solutions that help airlines across the globe grow inflight sales, uncover new revenue streams and transform how they sell.

“As a pioneer in onboard payment processing, we opened up a whole new world of “selling in the sky” and we have been committed to continuously delivering new – and better - ways for airlines to drive the highest ancillary revenues while providing an excellent inflight experience to their passengers,” said Abramsky. “Now, we’re building on that heritage to help airlines ‘close the gap’ in passenger experience, transform their operational approach to retailing, and increase revenue.”

By delivering the products that passengers want and services they need as they travel, Guestlogix’ solutions are helping airlines unleash the revenue potential of the empowered passenger throughout the entire trip. The end result? *A new era in airline commerce and passenger satisfaction.*

For more information about the company’s new airline commerce platform or to speak with Guestlogix’ CEO Mike Abramsky, please contact Vanessa Horwell at [vhorwell@thinkinkpr.com](mailto:vhorwell@thinkinkpr.com).

### **Guestlogix, Powering a New Era in Airline Commerce**

Built on the rails of the best on-the-ground e-commerce technologies that include passenger analytics and product mix optimization, data-driven sales and marketing tools and comprehensive payment functionality, the Guestlogix **airline commerce platform** enables airlines to increase ancillary revenue through an integrated, data-driven and customer-centric approach to onboard retail. Combining passenger-level data with an intelligent, “big data” analysis layer and integrations with airlines’ operational systems including loyalty, ERP, booking and departure control, the SaaS-based platform enables airlines to create a stress-free travel experience for their passengers. Guestlogix solutions are designed to be deployed and configured with speed, ease and minimal IT integration, to be intuitive and enjoyable to use, and to deliver results. For airlines, that means significant increases in ancillary revenues and customer loyalty. For passengers, that means having control, comfort and choice. Headquartered in Toronto with teams in Dallas, London and Hong Kong, Guestlogix serves more than 2M passengers per day, counts 30+ airlines as customers serving 144 countries, and holds 90 payment certifications. Visit [www.guestlogix.com](http://www.guestlogix.com) to learn more.