



# Innovative solution for innovative airlines



iFly Res is the airline passenger services platform for the future. It is designed to provide greater business flexibility and operational efficiency to airlines. Built from the ground-up on new technologies, the underlying architecture and design help airlines to take control of newer challenges and scale up with future growth.

iFly Res comprehensively addresses all the key functions including Passenger reservations, Schedules and Flight control, Inventory control, Ticketing, Fares and Departure control. It also ensures seamless integration and management of these services, ensuring higher productivity and operational ease.

iFly Res is designed to support evolving business models, helping airlines to adapt to their environment quickly. iFly Res is easy to learn, use manage and its true customer-centric approach empowers you to know your customers well and address them with customized offerings.

## Features

- Rapid direct connectivity to content providers, consumers and trade partners
- Open systems architecture, modular services-oriented application design and industrial strength operational capabilities
- Can be operated reliably on commodity hardware, with no specialized operational requirements
- Supports low-cost GDS distribution and direct channel connection
- Prioritized re-accommodation for both scheduled and irregular operations allow airlines to effectively manage disruptions
- Web and mobile self-service through a new e-commerce platform based on a multi-layer architecture consisting of a content aggregation engine and a comprehensive business logic API

## Take a leap forward

### Flexibility at your fingertips

Latest technologies, modular design, and a true open architecture – with iFly Res you easily make it work your way. Since it is entirely based on flexible rule engines, you are the one to decide how iFly Res shall work for you – however and whenever you want. Endless innovative options and self-customizable features around hybrid ticketing, sales models and ancillary services easily allow you to make iFly Res work your way.

### Stay ahead

We know that your business changes continuously – new ideas, initiatives and offerings arise every day. Be it new concepts around social media, meta-searcher or new distribution channels, we work hand-in-hand with you to progressively introduce innovative features for evolving business needs and to anticipate upcoming trends. Our mission is to make sure you are not simply following industry trends, but you stay ahead of them.

### Limitless

iFly Res' underlying architecture is designed to support and guarantee scalability. As generally offered in a "Software as a Service" model complete with robust SLAs, you may focus on your main business requirements while trusting iFly Res to support you with a highly scalable and cost-effective solution to power your business.

### Endless opportunities

No matter if you are looking at broadening your distribution reach via traditional GDSs or entering into strategic partnerships with other airlines, iFly Res provides you with enhanced functionality to support your distribution concepts and to efficiently power your codeshare and interline partnerships.

## It's that simple

### Learn it quickly

iFly Res is remarkably easy to learn and use. The Reservations module uses an intuitive graphical user interface that users at any level can quickly master. The DCS module uniquely combines the best of both worlds – a graphical user interface and a command-based approach that is optimized for

maximum agent proficiency. We can even help reduce training costs by allowing you to configure your own set of preferred commands, so agents adopt iFly Res even faster.

### Let your customers decide

Today, customer expectations towards self-service options are more advanced than ever before; web and mobile applications are part of our everyday lives. Now, customer preferences depend on their individual travel situation. Ease the hassle of travelling by giving customers the choice to decide which channel and touch point they prefer – web, mobile or kiosk.

### The choice is yours

iFly Res is designed to work your way – you decide on new service offerings and ancillaries whenever and however you want them. With iFly Res' comprehensive rule engines, ancillary fees and new service offerings (bundled or unbundled) are easily set, flexibly changed, and quickly distributed to the market to make sure you maximize your revenue opportunities.

## Customers first

### Know your customers better


iFly Res follows a customer-centric approach. The central customer profile is shared real-time across all customer touch-points from reservations through departure control. It allows you to access and intuitively apply customer-value metrics such as preferences, habits and travel history, anytime, anywhere.

### Make it a perfect fit

iFly Res provides you with numerous options to advance your merchandising strategy and proactively address your customers with personalized offerings. Understanding your customer's unique situation at every stage of their trip empowers you to offer them individually tailored services that are a timely response to their needs.

### Enhance Loyalty – Make them stay with you

iFly Res applies the customer value as a decision metric in IROP situations and supports you in delivering an enhanced and consistent end-to-end travel experience. Show your customers how much they are valued, increase loyalty and make them stay with you.



"We strongly believe that thanks to the system flexibility and the facility to connect to various distribution channels, iFly Res will help increase Eurolot sales during this period of expansion. We are sure that our passengers will benefit from the enhanced and customer-friendly booking process."

**Mateusz Kokosiński,**  
Eurolot Commercial Manager

## iFly Res – CORE COMPONENTS

Reservations, Inventory, Fares, Ancillary Fees, DCS and Central Customer Management are the 6 critical components which form the heart of iFly Res and enable you to cover your airline's entire process from A-Z. The unique features of these core components work in tandem to provide an unparalleled customer experience. Optional and external components further enrich the capabilities of these essential modules.

**Reservations** – The “wizard”-like reservations process guides agents easily through the booking process to ensure reservations are created consistently and accurately. The module provides extraordinary tools for coordinating bookings from all possible channels.

**Inventory** – Consisting of schedule inventory and seat inventory, the component controls how flights and seats are managed and displayed throughout the passenger process.

**Fares** – Using an intricate set of rules and settings, the Fares component ensures Fares are properly offered, discounts are correctly applied, and Taxes and Surcharges are accurately calculated.

**Ancillary Fees** – This powerful component combines ancillary products and fees into an incredibly flexible merchandising platform, which puts new offerings and fee settings into the marketplace within minutes.

**DCS** – The iFly DCS component is tightly integrated with the Reservations module to provide a seamless and robust experience. Immediate bi-directional communication, a single passenger history, and sharing of essential elements create a potent airport services system.

**Customer Profile** – The Customer Profile goes far beyond storing passenger data and preferences. It houses an account of unique settings that follows the passenger from the moment of booking until the time of flight close and beyond.

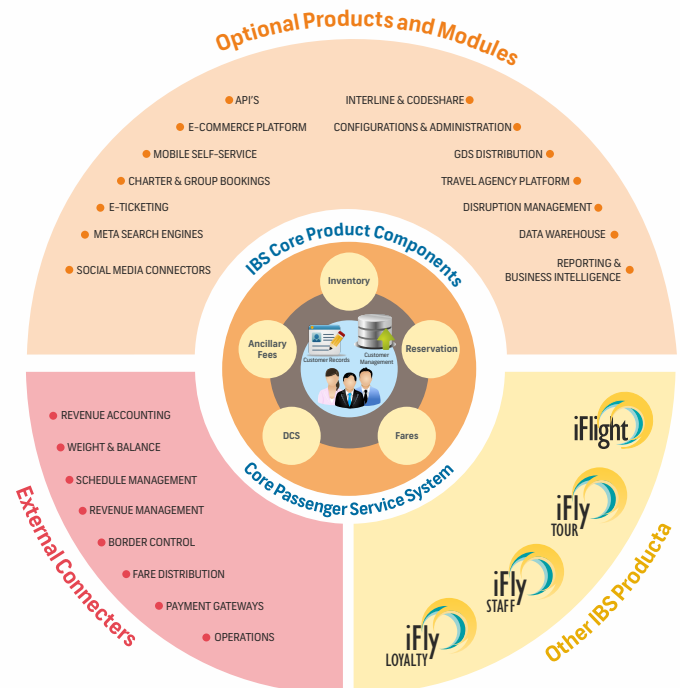
## Optional Products and Modules

Accompanying the iFly Res Core Components is a diverse range of supplementary modules and features that give you unlimited capabilities to adapt the system to your business procedures and distribute your product in ways that make the most sense for your business.

**Configurations and Administration** – At its very foundation, iFly Res is designed to let you customize the system to meet your airline's needs instead of your airline adapting around the system. With literally thousands of ways to configure the system, iFly Res lets you take control in ways no other system can.

**IBE** – The iFly Res IBE is the perfect companion to the iFly Res application; it seamlessly connects to the iFly Res Core Components to sell your offerings to customers, to travel agencies, and to corporate partners.

**API** – With nearly 350 API functions available, iFly Res APIs can power any system with XML capabilities. Design your own website, enable agency direct connection, create state-of-the-art kiosks, the possibilities are infinite with iFly Res’



APIs.

**Codeshare and Interline** – Expanding your airline's network and distribution reach is easy with iFly Res. Self-managed codeshare and interline agreement settings allow you to set up partnerships in minutes.

**E-ticketing** – Ticketed, ticketless or both at the same time. iFly Res has a unique Hybrid Ticketing feature designed to run in both traditional e-ticketing mode and ticketless mode simultaneously.

**Disruption Management** – Whether the disruption comes weeks or minutes prior to departure, iFly Res has exceptional tools to quickly and efficiently move passengers to new flights.

**GDSs** – iFly Res is fully integrated with 8 of the world's leading GDSs. Whether you want; low cost participation with Type-B messaging, guaranteed payment sales models or upgraded participation with Type-A interactive availability /sell/seat maps and BSP ticketing, iFly Res can do it all.



**Charter and Group Bookings** - Charter and Group bookings often have their own unique requirements, processes, and distribution methods which can require specialized resources and time-intensive processing. iFly Res has special modules and features dedicated to making the sales and management of charter and group bookings simple and pain-free!

**Reporting and Business Intelligence** - iFly Res offers several options to manage the reporting and business intelligence needs of your airline. With over 120 standard operational and analytical reports, direct database views, and data warehouse

## External Connectors

We know there is a vast array of specialized products in the market that you can choose from to facilitate your product planning, operations, and business intelligence; we don't limit your possibilities! From schedule management systems to payment gateways to revenue accounting systems, iFly Res' open architecture design makes it easy to add these products into your system environment. We have interfaced iFly Res with dozens of external products through traditional and next-generation methods to ensure our customers can work with the products they prefer.

**Schedule Management** - Whether you need to send your schedule details to an aggregator such as OAG or receive schedule information from a schedule management system, iFly Res can both push and pull schedule details from external vendors.

**Fare Management** - iFly Res' Fares module can receive fare update information from prominent fare management systems. Or if you are using iFly Res to manually manage your fares, our Fare Planner feature allows you to export your fare

details into a spread sheet that you can convert to ATPCO or SITA file formats.

**Revenue Management** - When using many common RM systems to ensure you have the most competitive fare offerings, iFly Res can receive recommendations through either scheduled file-based updates or via real time API functions.

**Payment Gateway** - Thanks to its open architecture, iFly Res is easily able to integrate with the credit card payment gateways of your choice. Choose one of the 12+ global payment gateways already integrated today or select your preferred vendor. iFly Res can connect to any of them!

**Revenue Accounting** - While iFly Res has an extensive reporting module, nothing beats the capabilities of a good revenue accounting system. iFly Res has many ways to integrate with revenue accounting systems ranging from traditional to modern methods.

**Operations System** - iFly Res and DCS modules can work with your flight operations systems to ensure agents and passengers are up-to-date on the latest flight details.

**Border Control** - Whether you need to send APIS information as an e-mail or interactively request check-in permission from Secure Flight/ESTA, iFly Res supports interaction with many of the border patrol options around the globe.

**Weight and Balance** - Send passenger and baggage load details directly to your preferred weight and balance system to avoid the hassle of manual load sheets and calculations.

**Baggage Handling** - iFly Res will automatically update the airport baggage handling system with all the changes made.

