



# Delivering Innovations in Reservation & Distribution for Airlines



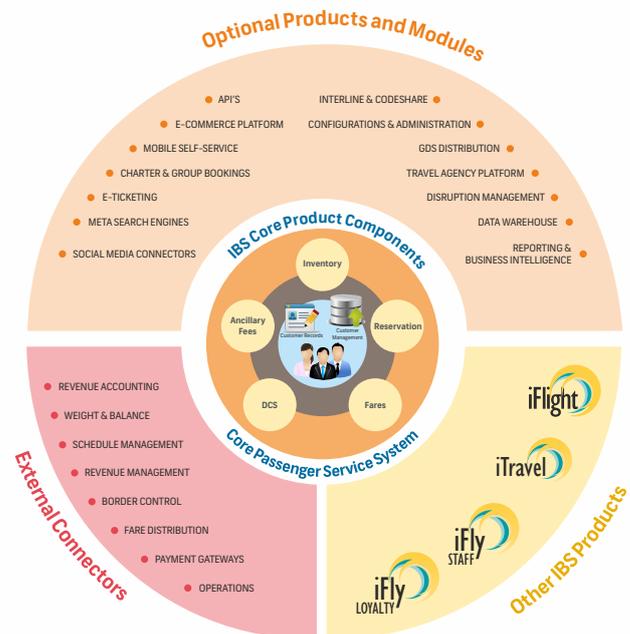
Airlines recognise the use of digitization to identify capabilities that provides competitive advantage. Advanced merchandising capabilities considering personalisation and analytics have become critical. Managing product definition and distribution in an NDC world is a priority area. Providing a consistent customer experience across all customer touchpoints is key for brand loyalty. Airlines will need to consider interoperability of channels, a seamless shift between channels to complete transactions like creating a booking via agency on GDS and managing the booking via airline website. New focus areas include integration of social media and gamification. Legacy PSSs considerably limits the ability of an airline to embrace changes and respond to such a dynamic and evolving environment.

iFly Res is the first PSS in the industry to natively support NDC; thus providing a superior platform for airlines to transition from the current set of legacy order taking platforms to flexible air retailing platforms. **With extensive API access, including 135 booking functions and 35 check-in functions, iFly Res provides tremendous power for airlines to promote and differentiate their products to customers through multiple channels.**

The underlying customer centric design allows clear differentiation of customer service and the end-to-end travel experience. iFly Res provides industry leading functionalities to drive revenue from ancillary sales. By leveraging flexible rule engine features, any new ancillary service can be set up, maintained and adapted easily at any point in time and distributed through multiple sales channels. The sophisticated inventory and yield management mechanisms coupled with powerful decision support analytics provide the tools needed to maximize revenues and profits. iFly Res has been methodically measured and certified in performance tests at 100 million RPB per annum with around 800 transactions per second. The technical platform is a fully 'Open System' using UNIX, Java, on Oracle Exalogic & Exadata stack.

## Differentiators

- NDC enabled architecture, supporting advanced retail strategies with content providers, consumers and tradepartners
- Supporting entire gamut of distribution models, ranging from traditional GDS based to direct connect
- Innovative and powerful rules based engines, for faster go-to market campaigns
- Advanced self-service functionality support, powered by extensive, rich and complete range of APIs
- Central customer profile sharing real-time information across all touchpoints from reservations to departure control, permitting differentiated offering and personalised services
- Flexible business parameters help airlines to define and optimize business processes in real time, enhancing operational flexibility
- Intuitive graphical user interfaces, facilitating faster adoption by agents and reduction in training costs
- Powerful disruption management tools that consider customer value based passenger movement to alternate flights, for effectively managing disruptions



## Customer Quotes

“We have had a healthy and successful growth during the last four years and as a part of our growth strategy, we decided to change our reservation system to allow for an improved contribution to our daily business by generating more revenue and enhancing sales channels with our business partners. We are delighted to enter into cooperation with IBS and look forward to fully using the capabilities of the new system to enhance our passenger experience and improve our revenue”  
- **Jaan Albrecht, Director, SunExpress**

“IBS' delivery capability is well known to us and we were confident that the Res module would go live successfully in 10 weeks, DCS and iFlight Lite in 18 weeks which was considerably short term. The commitment and enthusiasm of the entire team is commendable and both parties worked hard in enabling the solutions to go live in these challenging time frames” - **Takanori Yukishige, Senior Vice President, Innovation and IT Strategy, ANA**

“We looked at several options before opting for IBS. It is our belief that IBS is best placed to have the solutions set comprising of iFly Res, DCS & Flight Operations, working seamlessly to support the critical operations for Vanilla Air” - **Tomonori Ishii, President, Vanilla Air**

“iFly Res from IBS has been providing a stable and resilient platform for our commercial operations & continues to offer an impressive range of functions that allows us to enhance our passenger management processes, respond more efficiently to customer needs, and enable efficiencies in cost control. Our relationship with IBS now moves to the next level and we look forward to iFly Res being a noteworthy asset in supporting our expansion plans” - **Soo-Young Choi, Vice President & Sales Director, T'way Air**



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