

Digital Innovation & Consulting

Delivering value beyond digital transformation

The advent of modern technology prompted several airlines to experiment and realise benefits ahead of its competition. Digital technology has come of age, and is now causing disruptive impact across touchpoints, by challenging the limitations in existing business models, in terms of speed to market, scalability, and customer delight. The vision of IBS' Digital Innovation and Consulting (Dxl) practice is to partner with its customers to leverage emerging technologies and create solutions that offer superior customer experience and maximise the return on investments. Point solutions and frameworks increase agility, and enable airlines to adopt and benefit from state-of-the-art technology with minimal risk.

Innovation Streams

Dxl offers solutions across five innovation streams

Data Science

Data science involves industry-based categorisation, calculation, modelling, and engineering of data, achieved through the techniques of machine learning, deep learning, and image recognition. Some of the innovative solutions offered in this stream are standby crew prediction, dynamic pricing of ancillary services, personalisation, and cargo space utilisation.

Natural Language Processing

Natural Language Processing (NLP) facilitates interactions with computers in human language, through named entity recognition, intent recognition, and topic modelling. Solutions in this stream such as the aviation NLP engine, mailbots, and virtual contact centre enable customer interactions across multiple touchpoints.

Intelligent Automation

Intelligent automation focusses on full or partial automation of a computer software so that it can perform repetitive and rule-based activities, which are otherwise performed manually. This is enabled using advanced engineering, business process automation, chatbots, and analytics. Solutions offered in this stream help to automate claims processing, business travel use cases, and back-office operations.

Internet of Things

Internet of Things (IoT) facilitates internet-enabled communication among physical devices and everyday objects, which can be monitored and controlled remotely. This is made possible by using advanced engineering, automation, and analytics. The major solution offered in this stream facilitate in-flight communication using Bluetooth low energy mesh network and connected devices.

Data Platform

Data platform converts unstructured data into structured information, which is then used for deriving meaningful insights through data science techniques. This involves ingestion and modelling, data transformation, and reporting. All the solutions in this stream are based on both cloud-based proprietary and open-source data lakes, and visualisation methods.



Key Differentiators

- Ready-to-use digital solutions tailored for airline specific scenarios
- Digital strategy formulation and transformation advisory to leading airlines
- Maturity and expertise in a wide range of digital technologies
- Continuous investments in research and development, trainings, and digital labs
- Quantifiable benefits from customer engagements

IBS Software is a leading global provider of new generation IT solutions to the Travel, Transportation and Logistics (TTL) industries. IBS offers a range of products and services that manage mission critical operations of companies in the TTL industries that help them increase safety, maximize efficiency, improve revenue, manage growth and reduce costs. ISO 9001:2015, TickIT and ISO 27001:2013 certified, IBS operates from 09 global business centers in the Americas, Europe, Asia-Pacific and Middle East and Africa.



Transformational IT Solutions for Travel, Transportation and Logistics

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