



**AIR  
BLACK  
BOX**

**IATA  
November 2020**

**travel, connected.**

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# AIR BLACK BOX

- Founded in 2012 to specialize in interlining for LCCs and between LCCs and network carriers
- Developed interlining system for the Value Alliance, 5 airlines in SE Asia
- 50+ software engineers, business analysts, and domain experts, in UK, US, and Singapore
- Acquired by 777 Partners in 2018

## OUR MISSION

- Our goal is to drive more revenue for our airlines by enabling them to quickly sell connecting itineraries with new partners, including ticketless airlines/LCCs
- We transform complexity into easy-to-implement, cost-effective, scalable solutions
- We've created a third generation of interlining: our ACE (Air Connection Engine) solution works for any PSS and lets our airlines sell fully-integrated trips, optionally even including through-checked baggage

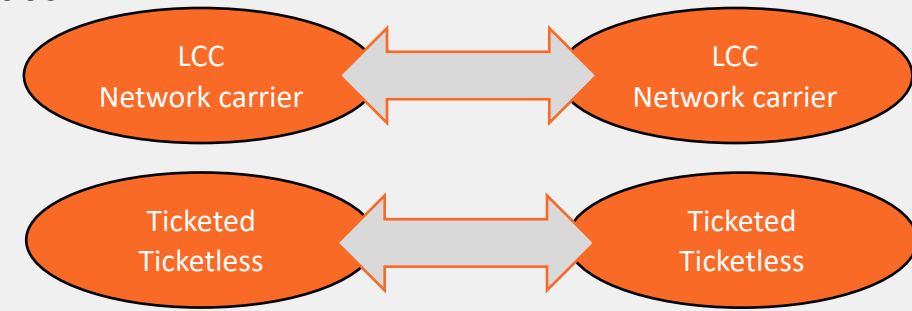


# interlining for the new airline landscape.

More and more **passengers** are self-connecting, travelling on two (or more) separate tickets to save money or to benefit from more schedule choice

**Airlines** are already searching for new co-operation opportunities that allow them to maximise revenues in a radically different aviation landscape

Air Black Box's ACE™ solution enables interlining between any carrier types



- ACE gives the airline visibility of its customer's entire itinerary
- ACE gives the airline a choice of handling schedule-change/IROPS recovery in-house or via automated Air Black Box solution
- Our ThruBag™ solution enables through-checked baggage (go-live 4Q2020)
- We provide a choice of flexible payment and settlement options
- **We call this "3rd-generation interlining"**

# Air Black Box product portfolio.



## 3<sup>rd</sup>-generation Interline

- Air Black Box's ACE system allows airlines to seamlessly sell each other's inventory, even without a MITA or BITA
- ACE can support all airline types (FSC, LCC, ticketed, ticketless), and any PSS



## Ancillary Cross-sell

- Allows airlines to effectively merchandise and sell paid-for ancillaries on partners' flights
- Capability exceeds that of many alliance partner airlines today

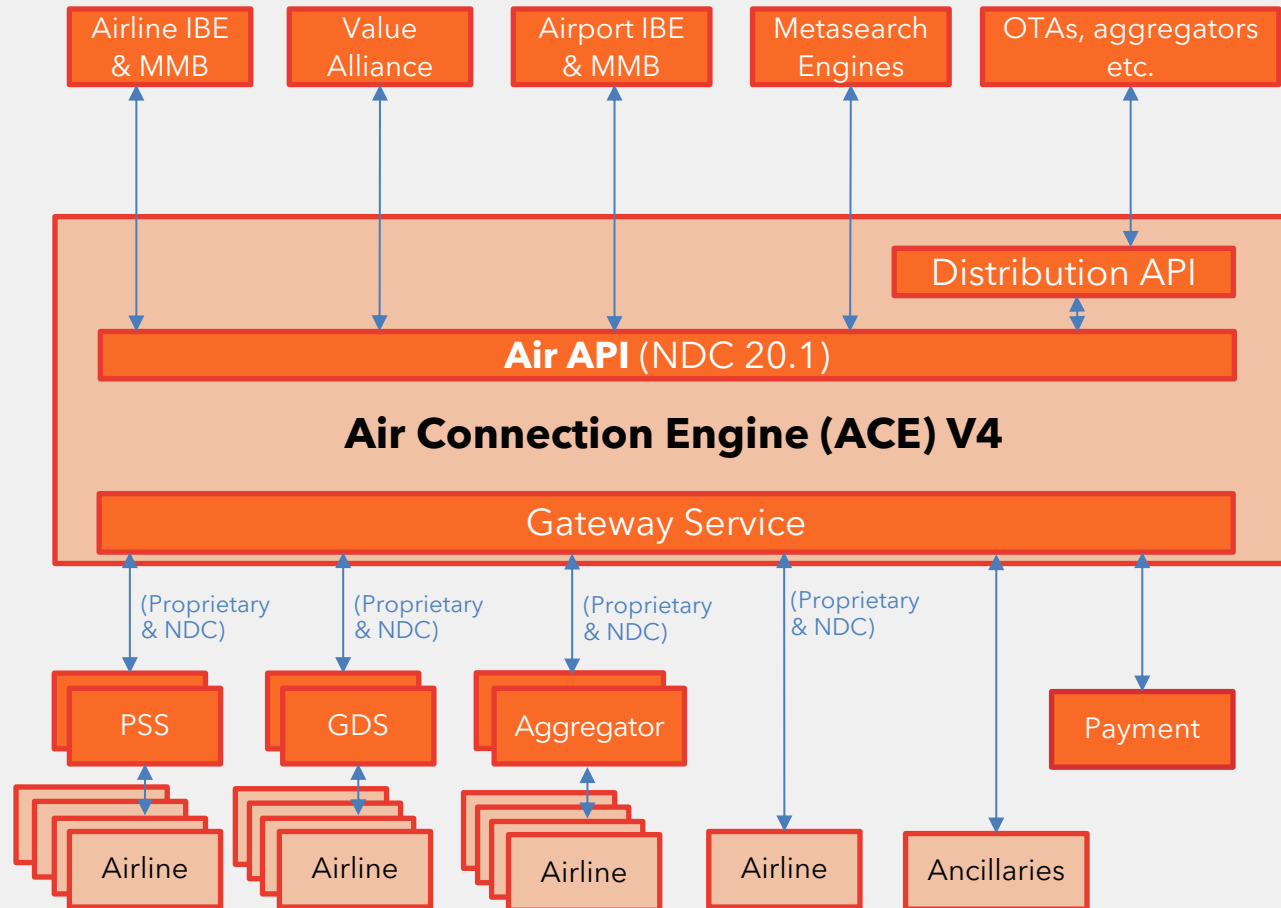


## ThruBag

- Enables passengers on separate PNRs to check their baggage through to their final destination
- Removes a key inconvenience of self-connecting
- Not limited to any one PSS; works for LCCs & network carriers
- Can create a lucrative ancillary revenue service for airlines

**All our technology is NDC-compatible and enables progressive migration to a full NDC environment**

# ACE platform - delivering 3<sup>rd</sup>-generation Interline & Cross-Sell.



- ACE sits between digital sales channels and inventory systems, sourcing content directly from PSSs and also via aggregators
- Overcomes legacy architecture challenges to enable sale of inventory **regardless of carrier type or PSS**
- Integrates quickly into airline booking flow via APIs, as Software Development Kit (SDK), or as iFrame/microsite
- Patent-protected technology aligned to **NDC (20.1)**
- Cloud-based: secure, scalable, resilient, location-agnostic
- NDC **Distribution API** guarantees easy extensibility to multiple distribution channels as well as airline IBE
- ACE also provides a robust pass-through NDC wrapper for legacy PSSs
- ABB payment gateway supports credit cards, digital wallets, loyalty points, digital currencies, mobile money, gift cards, and online/offline payment
- Settlement can be via ICH, bilaterally agreed settlement schedule, or near-real-time settlement

# ACE: already in production.

ABB's ACE managed-interline solution powers the **ValueAlliance.com** one-stop-shop booking engine, seamlessly supporting **both ticketed & ticketless carriers** across **multiple PSSs**

## Value Alliance

- The world's first pan-regional low-cost carrier alliance
- Currently 5 carriers with a fleet of >170 aircraft
- Over 160 destinations served from 17 hubs

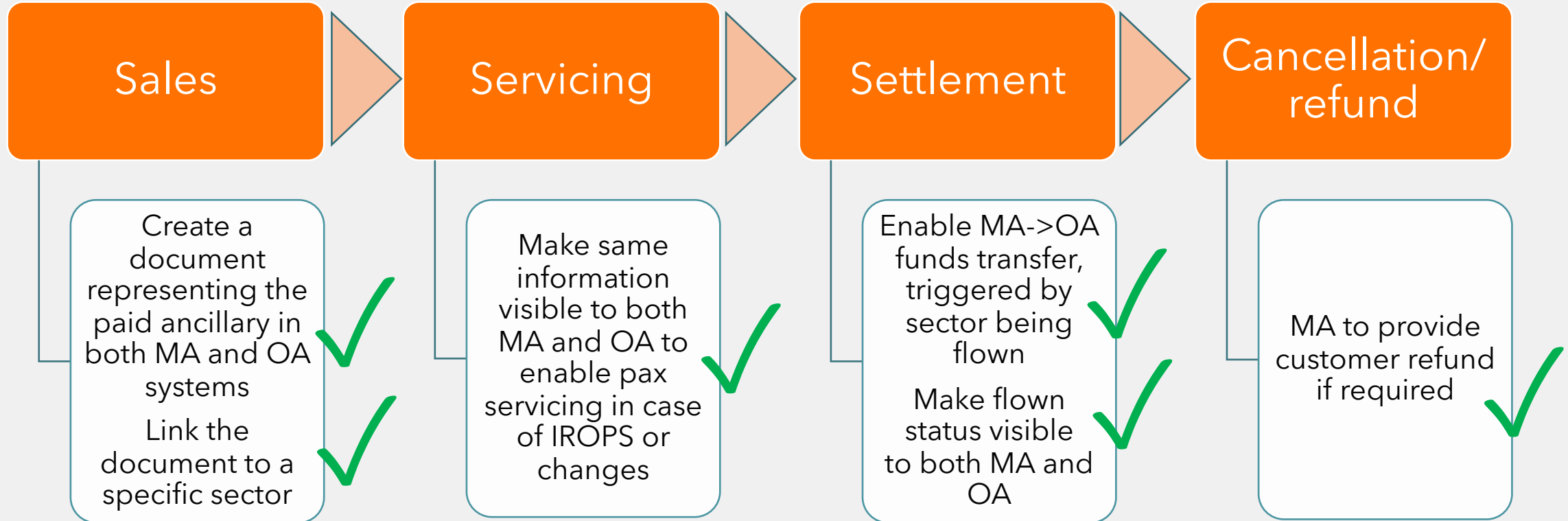
## ABB solution scope

- Search (including metasearch) and book
- Cross-sell seats, bags, meals,....
- Harmonise ancillaries & fare families
- Pay & Settle
- Reporting
- ... all without interline agreements



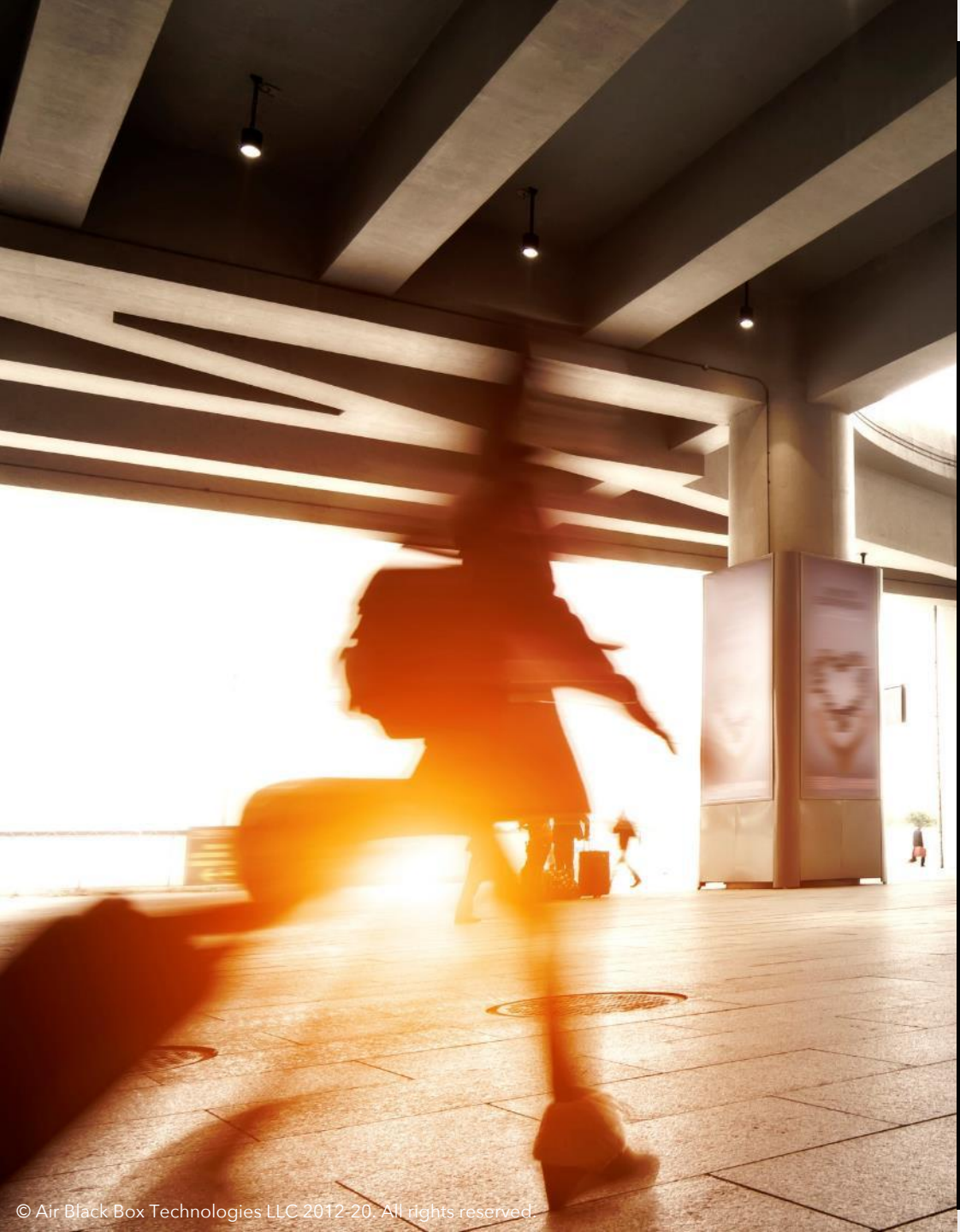
The screenshot shows the ValueAlliance.com booking engine interface. At the top, there are tabs for 'cheapest', 'show deals', 'leaving earliest', 'arriving latest', and 'shortest trip time'. Below this is a date selector for February, with '12 feb.' selected at a price of \$250. The selected flight is '11:10-19:05 | 2 stops' for \$240, including 'eco \$220' and 'plus \$290'. The flight details show a Cebu Pacific flight (XX123) from MNL to BKK (4h05m) and a Scoot flight (XX123) from BKK to CNX (1h45m), with a total duration of 7h35m. A summary box on the right shows 'round trip Manila to Chiang Mai 1 X adult' with an 'Airfare' of '\$000'. A 'BUY NOW' button is visible. Below the flight details, there are three more flight options: a 3-stop option for \$270 (special deal) and another 2-stop option for \$220. At the bottom right, a seat map is shown for the flight, with a '3D' view and various seat selection options.

# paid-for ancillaries (seats, bags): ACE V4 capabilities.



✓ = supported in ACE V4

MA: Marketing Airline  
OA: Operating Airline



# the ThruBag passenger experience.

## End-to-end through-checked baggage

- ✓ even on separate PNRs
- ✓ even with ticketless carriers
- ✓ PSS-independent
- ✓ doesn't rely on IATCI or MITA

### booking.



Customer books two separate flights, on two PNRs

ThruBag service can be included in initial booking flow or upsold later (ThruBag server verifies MCT and eligibility)

### day of flight.



Check in bag for first flight  
*ThruBag ensures a single bag tag is issued for the entire journey*

Departing airport

Remain airside in transit airport

Transit airport

Collect bag at final destination

Arriving airport







### benefits

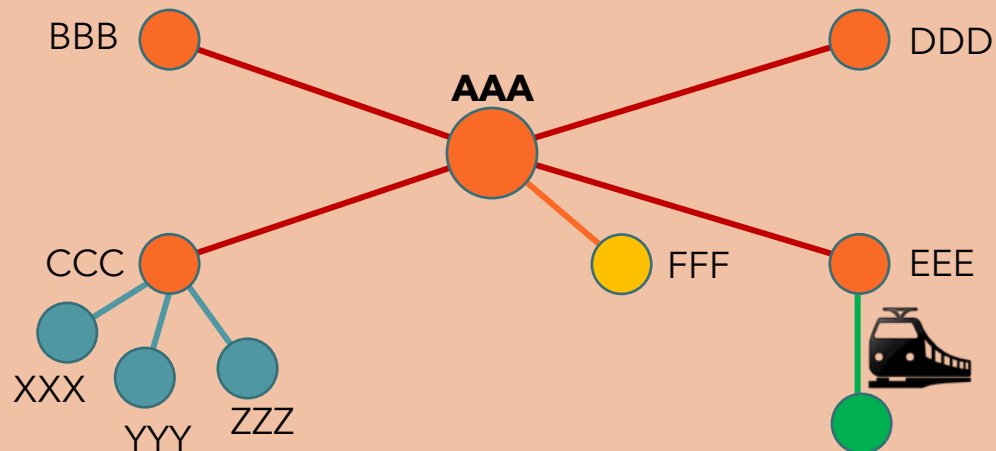
- bags follow same process through airport as any interline bag
- no change to normal airport baggage handling procedures



# summary: how our solution can quickly boost an airline's revenue.

## Fictitious example

-  **Air Alpha**, based at its Alphaville hub (airport code AAA) wants to be able to sell tickets on a wider network, to generate more traffic and revenue
-  **FeedAir**, flying from FFF to AAA, is **a regional airline with no interline agreements**
-  **CheapFly**, based in CCC, is a **ticketless Low Cost Carrier** which does not sell connecting flights
-  **E Railway** is a rail operator based in EEE



## With ABB's ACE solution, Air Alpha can quickly grow its network to generate more traffic & revenue:

- Sell seamless connecting itineraries on FeedAir, CheapFly, and E Railway
- Easily integrate into its existing web/mobile booking flows
- Offer through-checked bags
- Sell paid-for ancillaries on its partner carriers
- Sell cabin classes on its partners that don't exist on Air Alpha
- Sell Travel Passes including travel on its partners

## Air Alpha's new partners gain extra traffic, and don't have to:

- make significant changes to processes or systems
- incur extra costs
- sign up for interline or codeshare or IATCI agreements

## Air Black Box can enable this capability for Air Alpha within weeks, with little or no upfront cost



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