

The fast path to Dynamic Offer

Unlocking and accelerating the
benefits of the next BIG airline retail
transformation

COVID UNCERTAINTY

Survivors are embracing NextGen merchandising to outmanoeuvre uncertainty

CUSTOMER EXPERIENCE

Be ready for what's next and prioritise investment



TRUSTED PARTNER

Helping our customers navigate this crisis with our high ROI products that pivot to the NEW

AIRLINE MERCHANDISING

Finding **GROWTH** in a time of survival



The fast path to Dynamic Offer

July 2020

- Fundamental changes in consumer behaviour and demand patterns
- Government Interventions
- Historical data and forecast models almost irrelevant
- Unpredictable market conditions
 - Travel restrictions
 - Social distancing regulations
 - Demand forecasts
- New continuously changing pricing models and strategies
- Unpredictable customer behaviour
 - Willingness to buy/willingness to fly
 - Historical behaviour, customer life cycle value, CDW analytics

Protect your customers

- › Refund Management
- › Rebooking
- › Voucher creation
- › Policy changes
- › IROP bulletins
- › Promotions

Grow your high value revenues

- › Dynamic Offers
- › Contextual Merchandising
- › Omni channel offer and Order Management
- › NDC

Industry leading products

➤ Datalex Direct

Powers next generation omni-channel ancillary revenue for market leaders

Datalex Direct allows our airline customers to generate millions in additional ancillary revenues using our open technology platform that lets you connect with providers and optimise merchandising opportunities anytime, anywhere and on any digital device.

➤ Datalex Dynamic

Next generation Product and Price determination

Datalex Dynamic is a next generation dynamic offer product that provides advanced price determination and product determination capability – enabling you to contextualise the products and prices offered across all channels, ecosystem partners and distributors.

➤ Datalex NDC

End-to-end Offer and Order management for indirect channel using NDC

Datalex NDC enables airlines to break free from legacy constraints to become customer-centric retailers. With Datalex NDC, customers can get their hands-on great offers via the indirect channel (Agency, TMCs, OTAs, GDS and Meta) accessing full rich content plus a transparent shopping experience.

➤ Datalex Merchandiser

Generate millions in ancillary revenues with a market leading merchandiser

Datalex Merchandiser covers all retailing touchpoints and points of sale, enabling airlines to deploy merchandising strategies across any channel, generating billions in ancillary revenue and optimising traveller engagement at any point in the customer journey.



Capability

- Product Sourcing
- Price Determination
- Omni Channel (not multi channel)

Technology

- Proven Scalability
- Leading Performance
- Architectural Agnostic



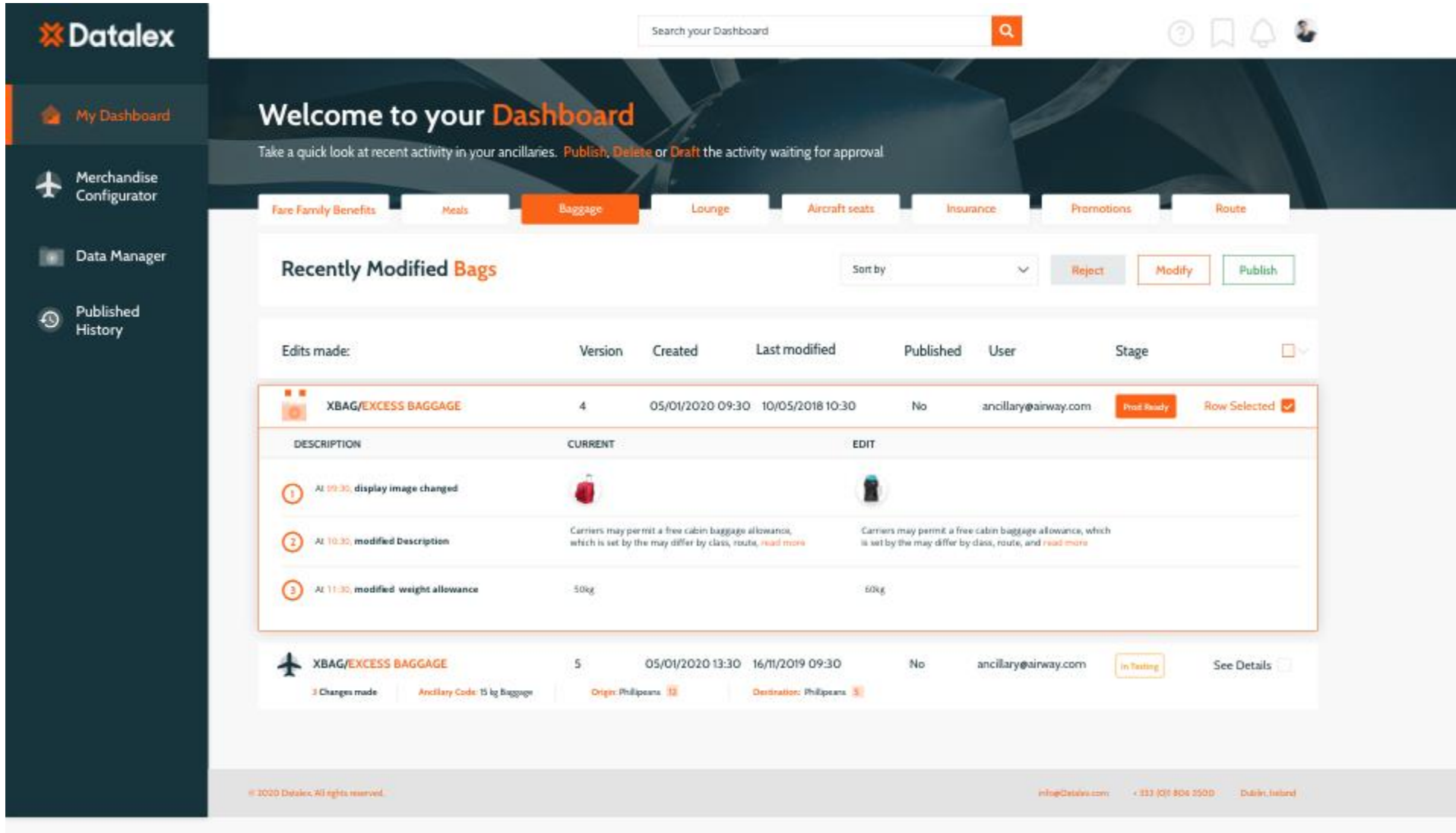
Maintainability

- Airline Business User control
- Secure, Simple, Flexible
- Digital Configurator





Speed to Market

- Production Focus- Avoid the POC
- Deliver lowest TCO and maximum ROI
- Modular

Datalex Digital Configurator



The screenshot displays the Datalex Digital Configurator dashboard. The left sidebar contains navigation options: My Dashboard, Merchandise Configurator, Data Manager, and Published History. The main content area features a search bar at the top right and a navigation menu with tabs for Fare Family Benefits, Meals, Baggage (selected), Lounge, Aircraft seats, Insurance, Promotions, and Route. Below the navigation is a 'Welcome to your Dashboard' message and a 'Recently Modified Bags' section. This section includes a table with columns for Edits made, Version, Created, Last modified, Published, User, and Stage. Two rows of baggage configurations are visible, with the first row (version 4) showing a 'Prod Ready' status and a list of three recent edits.

Edits made:	Version	Created	Last modified	Published	User	Stage
 XBAG/EXCESS BAGGAGE	4	05/01/2020 09:30	10/05/2018 10:30	No	ancillary@airway.com	Prod Ready
Row Selected <input checked="" type="checkbox"/>						
DESCRIPTION	CURRENT	EDIT				
1 At 09:30: display image changed						
2 At 10:30: modified Description	Carriers may permit a free cabin baggage allowance, which is set by the may differ by class, route, read more	Carriers may permit a free cabin baggage allowance, which is set by the may differ by class, route, and read more				
3 At 11:30: modified weight allowance	50kg	60kg				
 XBAG/EXCESS BAGGAGE	5	05/01/2020 13:30	16/11/2019 09:30	No	ancillary@airway.com	In Testing
3 Changes made Ancillary Code: B kg Baggage Origin: Philippines 12 Destination: Philippines 5 See Details <input type="checkbox"/>						

Thank You!

Datalex Customers

jetBlue  AIR CHINA
中国国际航空公司

SAS HNA

Aer Lingus 

 Air transat  West Air
西部航空

 Philippine Airlines

 brussels airlines

 edelweiss

 GTC Air Lines
北部湾航空  Urumqi Air 乌鲁木齐航空

TRAILFINDERS
THE TRAVEL EXPERTS 

 sto

Datalex

Transforming Airline Retail



Q&A

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- › Email: info@datalex.com
- › Twitter: @Datalex
- › Scan the QR code to download our new product brochure



www.datalex.com