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
Market is recovering from COVID-19 – Challenges

• 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
Survive in order to thrive

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 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.

**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.
4 key considerations

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

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

**Technology**
- Proven Scalability
- Leading Performance
- Architectural Agnostic

**Speed to Market**
- Production Focus- Avoid the POC
- Deliver lowest TCO and maximum ROI
- Modular

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