

BUSINESS TRANSFORMATION SERVICES



Challenge: Fundamental shift in the travel industry driven by economic, competitive, and regulatory pressures; and disruption from online adoption.

We Offer: Business Transformation Services to help your organisation take advantage of new paradigms in **merchandising, distribution** and **order management**.

Your Results: **Product differentiation** and enrichment with portfolio **optimisation**, pricing **transparency**, increased **profitability**, and enhanced flexibility with **personalisation**.

Our Team: Seasoned airline industry experts, including **Instructors for IATA**, with over 100 years of combined experience in business and technology.

Today's Challenge & Opportunity

Online adoption has permanently disrupted the nature of commerce in the travel industry

New technologies enable the travel industry to offer the right product to the right person at the right time for the right price

There is a fundamental shift in the way commerce is conducted in the airline industry.

The tremendous growth in online travel, and the competition amongst airlines to establish their online presence to directly market to and serve their customer base, has rendered the legacy systems and approaches to content distribution obsolete.

In 2012, International Air Transport Association (IATA), the trade association, recognised the changing market requirements, and started developing a new distribution standard, which includes offer & order management.

The industry is ill equipped to address the need, but the opportunity for travel vendors is massive.

Current legacy infrastructure is a set of disparate specialised systems, that have organically evolved over decades. Adapting these systems to meet the new standards and market demands will be expensive and will take a long time.

We propose to work with you to identify innovative ways to embark on this new journey.

Our Value Proposition:

REVENUES
+3% to +15% ↗

COSTS
-1% to -5% ↘

CUSTOMER EXPERIENCE ↗

Revenue Enhancement

Cost Optimisation

Process Simplification

Customer Engagement

↗ merchandising of ancillary services

↗ conversion rate

↘ distribution costs

↘ IT costs

↘ training and labour costs

↗ recognition, valuation & consistent servicing

↗ loyalty through personalised offerings

↗ simplified processes

Our Solution:

Personalised Commerce Solutions

Intelligent & dynamic content

Offer & Order Management

Our 3-phase engagement model is based on a holistic approach that covers the end to end process from commercial strategy development through to implementation.

- **STRATEGIC:** We engage for 2 days with your senior leadership and department heads to collaboratively craft your merchandising strategy and prepare your organisation to embrace new technology solutions.
- **TACTICAL:** We will work with your commercial department for another 3 days to build your business case and detail steps for implementation of your chosen strategy.
- **OPERATIONAL:** We spend 5 days with your key employees from various departments to engage them in your strategy implementation and adoption of new business processes and technologies.