Distribution Rules Engine
(Distribution Manager)

Farelogix Distribution Manager (DM) is a highly customizable business rules processing engine designed to strategically manage sources for searching, shopping, and booking as relates to airline content delivery across various channels and distribution outlets. In addition, DM enables airlines to define and manage dynamic rules for fares, content, and revenue management (discounts, flash fares, etc.) as relates to specific resellers or distribution outlets, as well as facilitating the management of contractual relationships for TMCs, corporations, or even traveler types.

Independent Pricing Engine
(Virtual Fare Store)

The Farelogix Virtual Fare Store (VFS) provides airlines with a state-of-the-art airline pricing engine for comprehensive handling of pricing and fare requirements within the Gateway, including published fares from ATPCo, private fares, and merchandising/ancillary offers generated directly by the airline. VFS is seamlessly integrated into the Direct Connect/Airline Commerce Gateway environment for shopping, booking, and pricing, as well as handling customized bundles and personalized offers across one or more distribution outlets.

Intelligent Aggregation Platform (FLX Aggregation Platform)

The FLX Aggregation Platform provides sourcing management, normalization, and transactional business rules integration for travel agencies and others in the indirect channel seeking to aggregate multiple sources of travel content. The system seamlessly and simultaneously accesses content from virtually any travel data source, including airline commerce gateways/direct connects, private fare databases, Internet sources, and global distribution systems (GDS). A Master Itinerary provides a single passenger name record (PNR) repository for managing all travel itinerary information.

SPRK is a Web-based travel agency point-of-sale system that sits on top of and is fully integrated with the FLX Aggregation Platform. SPRK is in use by thousands of agencies worldwide because it is designed to showcase the airline’s product using Brand Standards and Customer-Specific Offers—integral to the Airline Commerce Gateway—in an intuitive, efficient agency selling environment. SPRK provides comprehensive support for shopping, sales, document issuance (ticket and EMD), and servicing (exchange, refund, etc.) of air travel content, including custom fare bundles, fare families, and à la carte merchandising.

For more information, contact sales@farelogix.com
The air travel marketplace is changing. The days of airlines competing based on commoditized schedules and fares are fast coming to an end. Customized Service, Dynamic Offers, Personalization, and Mobile Merchandising are the new realities of this emerging marketplace. Airlines are quickly learning the art of customer engagement and personalization, where every touchpoint represents an opportunity to compete for—and to win—a customer's loyal business.

The Airline Commerce Gateway is a technology framework that enables airlines to be more flexible, creative, and customer-focused in how they create, package, and sell their products... and ultimately how they compete for customers.

At its core, the Gateway is powered by three innovative and interactive engines exclusively under the airline's control: distribution business rules, pricing, and merchandising. An XML-based Direct Connect into the airline host system enables expanded content options, while Web services optimize connectivity with other essential airline systems to create an intelligent retail environment without forcing costly system upgrades. A single XML API connects the Gateway with all of the airline's distribution outlets, both direct and indirect. This single, industry standard API replaces multiple costly, inefficient, and outdated connectors. In this new world, the airline's focus is on controlling its product and winning the customer.

Farelogix Solutions
Your Ticket to the Gateway
The Airline Commerce Gateway offers airlines a series of fully integrated and optimized technology components for airline-controlled distribution, merchandising, and retailing across channels.

Direct Connect
Farelogix Direct Connect Technology allows users to make and manage bookings and reservations out of the Airline Reservation System without any third-party intervention while using whatever type of messaging protocol is required or preferred by the supplier (e.g., EDIFACT, OTA, XML, GDS, or proprietary). All content is then standardized and normalized in XML for use within the Gateway. Direct Connect Technology brings measurable and significant value to airlines by executing three main strategic distribution initiatives: traveler authentication, sale of ancillary services, and distribution cost savings.

Merchandising with FMS²
FMS² is a highly flexible and efficient merchandising solution that provides unprecedented levels of adaptability. The system supports retailing, dynamic pricing, and personalization across multiple sales channels, including airline.com, check-in kiosks, call centers, and travel agencies (direct or via GDS). Packed with new features for product and offer customization and a fully-integrated baggage pricing engine from ATPCO, FMS² enables airlines to employ a common merchandising solution across multiple distribution outlets.

Gateway API
The Gateway's single XML API provides a robust delivery vehicle by which the airline's full suite of content reaches the marketplace. Fully compliant with IATA's resolution 787 (New Distribution Capability), the Gateway API enables airlines to dynamically deliver customer offers no matter what touchpoint or channel – direct, indirect, or mobile – happens to be in play.

For the indirect channel, the airline's XML API can be implemented directly with agencies and corporate booking tools, or through a GDS or other content aggregator. The Gateway API's mobile-optimized schema elements make mobile merchandising and traveler self-service and recovery options a reality.
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Farelogix presents
The Airline Commerce Gateway

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