






CHECKLIST FOR CONTROLLING YOUR OFFER

- Interoperable modules** for distribution, merchandising and pricing capable of delivering Offer and Order Management for one or all distribution channels
- Channel and **PSS-agnostic technology** that provides an essential level of portability and control
- Full airline control over its offer - "**single source of truth**"
- Intelligent XML API aligned with current and evolving **NDC standards**
- Dynamic** pricing, availability and schedule-building solutions that reduce PSS traffic and dependencies
- Fast, effective delivery** of airline-controlled features, functionality and customizations outside of a limited and costly PSS "Community Model"
- Unlimited flexibility and timeline** to showcase airline brand and product differentiation


Farelogix Solutions.
Create, Control, Optimize
and Deliver Your Offer

Fast, Flexible and Future Proof.
For more information, contact sales@farelogix.com



- AIRLINE-CONTROLLED 
- MERCHANDISING, DISTRIBUTION, SHOPPING AND PRICING. 
- FAST, FLEXIBLE AND FUTURE PROOF. 
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- TAKE CONTROL of YOUR OFFER 
- with GAME-CHANGING, TRANSFORMATIVE INNOVATION from FARELOGIX. 
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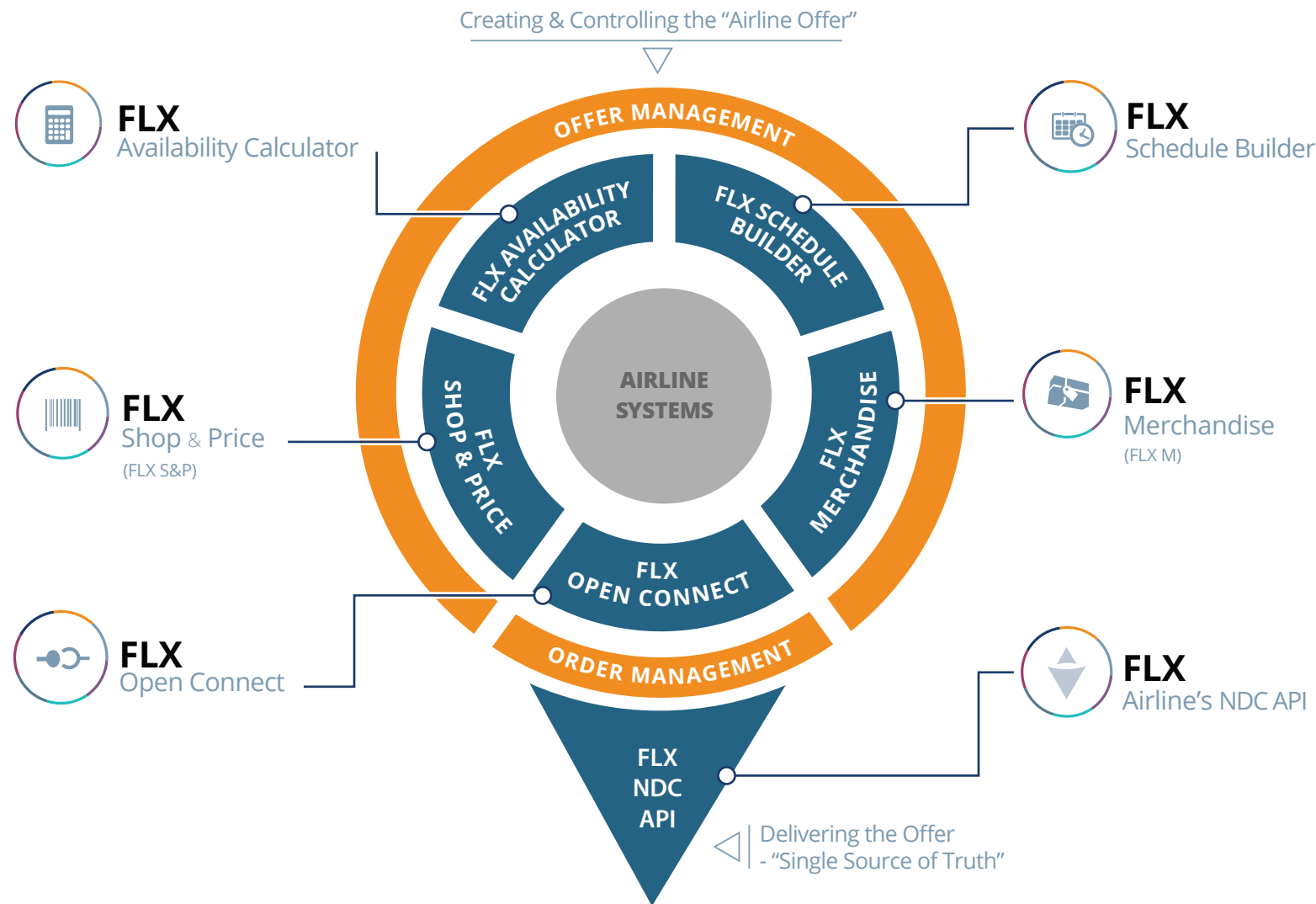
The Farelogix Airline Commerce Gateway: Fast, Flexible, Future Proof

The Airline Commerce Gateway is a state-of-the-art, production-proven technology platform that enables airlines to achieve Total Content Control (TCC), in full alignment with NDC and now without the restraints of legacy systems or community-imposed models. Comprised of fully integrated and optimized engines for airline-controlled distribution, merchandising, and retailing across channels, the Gateway is the solution of choice for several of the world's largest and most innovative airlines.

FLX Availability Calculator is a high performance, high scalability solution that **enables an airline to fully calculate its own availability**, without taxing the PSS, while retaining full airline IP over its proprietary rules algorithm. Designed for high transaction volumes, NDC, large date range processing, affinity and attribute shopping, FLX Availability Calculator offers the opportunity for dramatic PSS cost savings as well as new revenue from the optimization of search results including dynamic, personalized availability searching with unlimited query capabilities.

FLX Shop & Price provides airlines with a **state-of-the-art airline shopping, offer, and pricing engine** for comprehensive handling of NDC-aligned shopping, offer creation, faring and pricing requirements within the Gateway, including published fares from ATPCO, private fares, fare families, dynamic pricing, affinity and attribute shopping, merchandising and ancillary offers generated directly by the airline.

The FLX Open Connect **allows users to make and manage bookings and reservations out of the Airline Reservation system** using whatever type of messaging protocol is required (e.g. EDIFACT, OTA, XML, GDS, or proprietary) and with full support for NDC Offer and Order Management. All content is standardized and normalized in XML. The FLX Open Connect includes all required orchestration, including integration with the airline PSS and other systems, channel management, ticketing, settlement and reconciliation including ARC/BSP, and a comprehensive Developer Support program.



FLX Schedule Builder **puts control over schedule building exclusively in control of the airline** by opening the door to new revenue opportunities for dynamic, personalized schedule building and optimization of the most profitable connections and routes. FLX Schedule Builder provides support for large date range processing, point of interest and merchandising-driven schedules, with unlimited scalability and unparalleled response time, all achieved without taxing the PSS or any third party (e.g. GDS).

FLX Merchandise, delivered as an Enterprise or cloud-based solution, is an **airline-controlled merchandising and rules engine that allows airlines to create custom-tailored product and service offers** for dynamic retail, awards, loyalty, and "customer recovery" purposes across multiple sales channels, including airline.com, mobile, check-in kiosks, call centers, and travel agencies (direct or via GDS), all without hard coding and in a manner that is PSS, channel and IBE-agnostic.

The FLX Gateway API (NDC Level 3 Certified) **provides a robust delivery API - and single source of truth** - by which the airline's full suite of content reaches the marketplace, including airline kiosks, call centers, website, mobile, or agency/GDS channels. For the indirect channel, the airline's NDC API can be implemented directly with agencies, OTAs, and corporate booking tools, or through a GDS or other content aggregators.

