

Air Pricing platform

Digital travel solutions based on **cutting-edge technology** from **pricing experts.**



We collaborate with travel companies to improve their efficiency and cost margins.

We help these companies to update their booking process and offer their customers a faster, better service.

EXPERIENCE

eCommerce, Air Pricing and more

2004

AirEuropa

Avianca

clickair

IBERIA

IBERIA EXPRESS

LEVEL

Spanair

VOLOTEA

vueling

Work with PSSs

amadeus

NAVITAIRE

Resiber

2023

Best in class technology

Scalability, speed, efficient costs and best computing solutions.



2015 Award

Best eCommerce solution in Spain.

EXPERIENCE

2024



2023

What we do

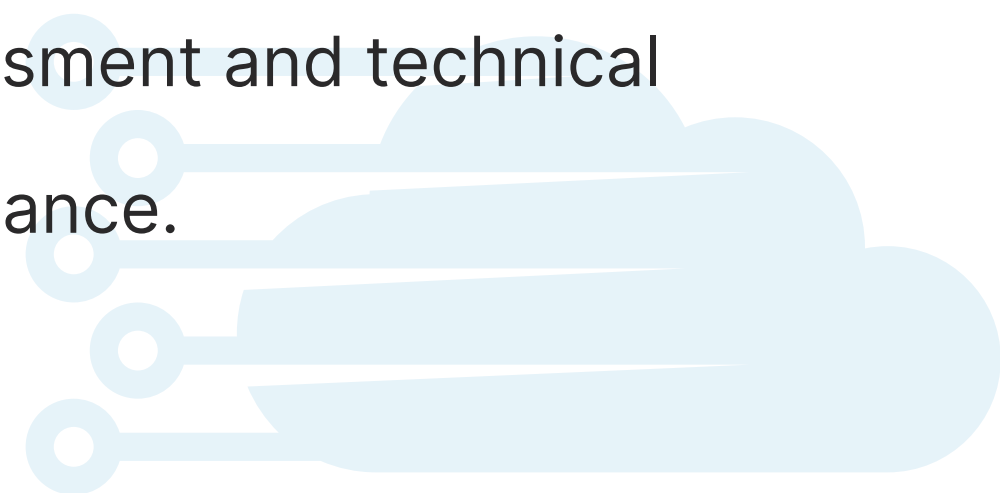
**We build custom software solutions
so airlines can offer **the
best possible service.****

Ready to use, flexible
and powerful products and services.

SERVICES

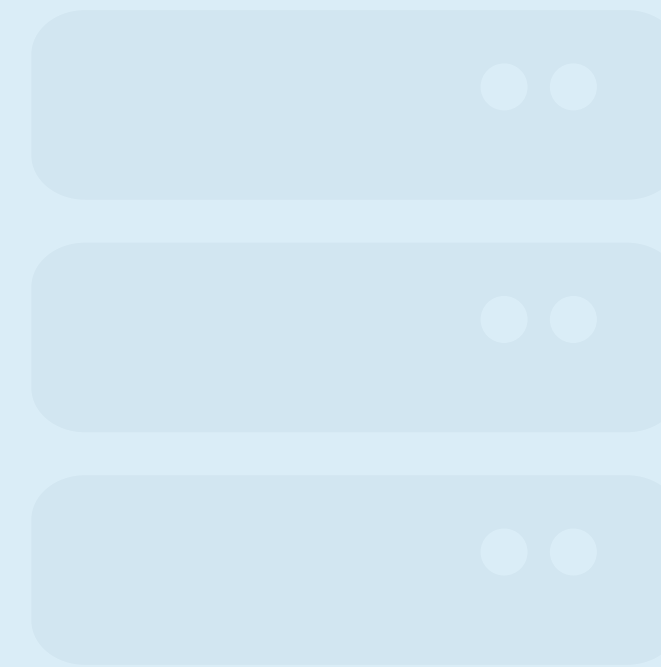
TECHNOLOGY SPACE

We perform a detailed analysis of strengths and weaknesses to deliver a transformation plan for your digital ecosystem, with the required assessment and technical assistance.



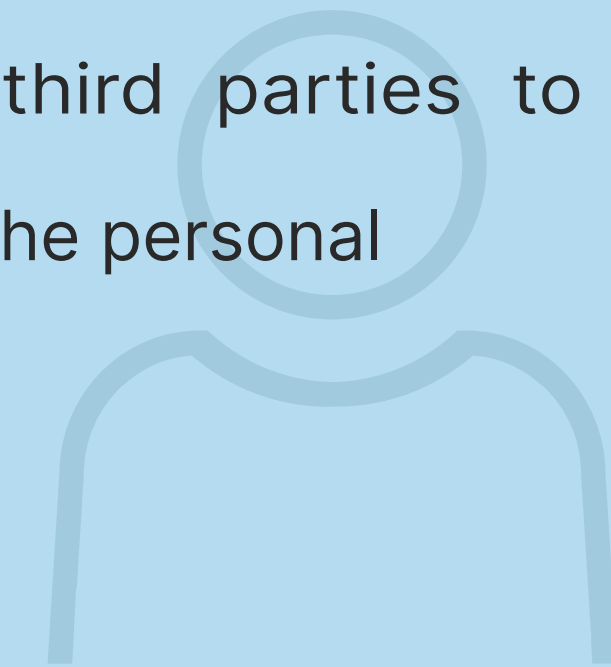
BACKEND SPACE

Orchestrate your digital channel flows with a sophisticated suite of GDS/PSS agnostic services



PERSONAL SPACE

Build long-term relationships with your customers through uniquely personalized web spaces. Easily integrate with third parties to further increase the personal experience.



Our **essence**

What makes us **different** is **how we deliver our solutions.**

We strive to create solutions that empower our clients and allow us to start a journey with them as trusted partners.

We have designed simple implementation processes that avoid complex technical integrations, which would only require additional effort from our clients.

Our go to market strategy is quick and easy to implement, with no friction between business and the technical teams.

Air Pricing platform

Powered by **Airplane**Solutions



Born to help a customer

minimize distribution costs

which were impacting severely their P&L.

We understand the **relevance**

of pricing in any commercial

proposition to airline customers

and the pain points airlines

encounter in the process.

We are **pricing experts**. Our

digital solutions for airlines offer

cutting-edge technology to

perform ultra fast transactions

at efficient costs.

Based on the latest technology, we offer airlines **freedom to develop and expand all their commercial capabilities** and imagination to generate additional revenue opportunities while impressing and engaging their customers. Transactional costs and computing speed are not a problem anymore.

Revenue, brand image and customer long term relationships

are impacted by the product depth and quality, an easy customer journey process and how personalized the experience feels in the company website|

Pricing transactions have increased exponentially. Using the

right technology for the process is critical to ensure an efficient, quick and scalable response to customers

SPECIFIC BUSINESS PROBLEMS TO BE ADDRESSED

Customers expect a great user experience and demand new solutions, but **minimum pricing** is still one of the main commercial levers.

Few pricing solutions are capable of handling hundreds of price response in less than a second, or scale instantly to an unexpected demand peak.

It has a **negative impact** in the customer journey web response, restricts commercial platform portfolio and even can generate web malfunctioning.

The **Air Pricing** platform is a cutting-edge solution tailored for the airline industry that **increases performance exceptionally while reducing costs** in the online channels of the company.

What we offer

- ▶ Real-time and accurate pricing calculation
- ▶ Impressive transactional speed with no scalability limitations, which are essential for a successful commercial proposition.
- ▶ The platform has a set of modules that can be used together or independently.
- ▶ Easy-to-use APIs to connect third parties and read ample types of formats. Collaboration between providers brings value to the airline.
- ▶ NDC Standard integrations

Key benefits

Dramatic improvements in the airline's pricing distribution to multiple channels, which benefits:

- ▶ Customer journey experience
- ▶ Opportunity to add new commercial solutions in the web. (web calendar, inspirational engine, continuous pricing, discounts...)
- ▶ Distribution cost reductions
- ▶ We offer additional solutions such as scheduling or operational data.

MODULES AND KEY FEATURES

Pricing is our core business, but we have developed additional functionality based on customer requirements, creating a multi solutions platform.

Our customers decide **what product they need**.

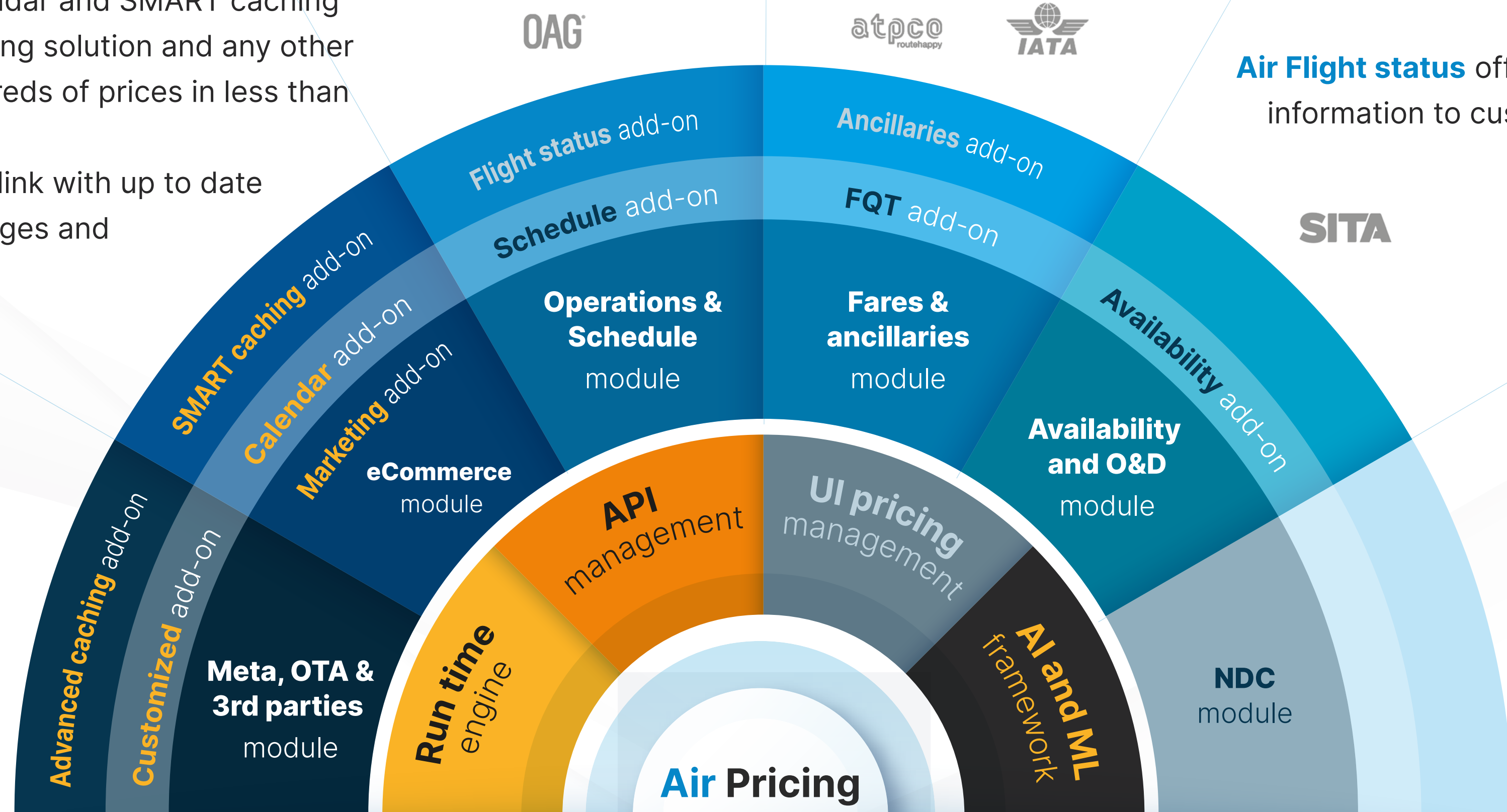
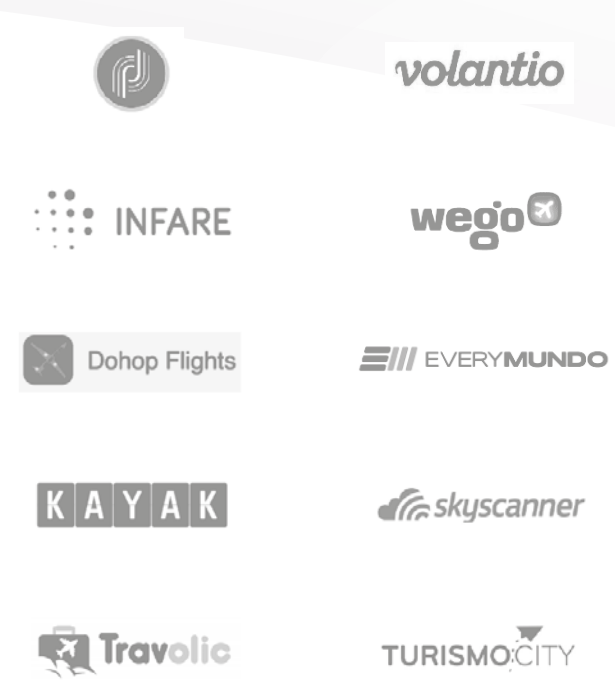
Fare & Ancillary Module: Industry standard pricing, flexible enough to apply discounts on top of ATPCO fares.

eCommerce module: Air Calendar and SMART caching complement perfectly our pricing solution and any other pricing provider, offering hundreds of prices in less than a second.

Air Marketing provides a page link with up to date pricing data, together with images and campaign slogans.

Air Schedule: Optimize distribution costs while improves customer journey experience giving added value information in the first step of the process.

Air Flight status offers real time, close to departure flight information to customers (delays, boarding gates, etc.).



PSS and GDS middleware

KEY KPIs

To stand out as a technology provider requires a continuous track record of challenging KPIs.

We have full monitoring of the system performance and we are proud to show some of the platform KPIs.

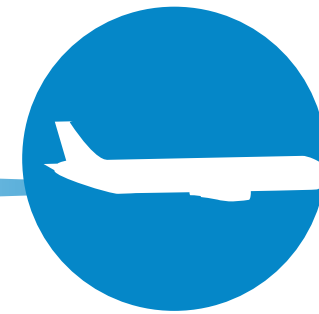
eCommerce module		Fares & Ancillaries module		Operations & Schedule module	
SMART caching add-on	Calendar add-on	FQT add-on		Schedule add-on	Operational Data add-on
Cache response 47.5% Metasearch	16 ms Response time	30 MM Daily request per carrier	10 ms FQT speed calculation	7.8 ms Schedule speed	>500 K Request per day
91% Calendars	-25% Time spent in the availability screen	5x Faster than legacy GDS	0.00% Fare error ratio	5-10% Request clean-up	0.00% Downtime

PLATFORM PERFORMANCE

95% \$ Distribution cost savings	5x < 3 min Scalability	99.99% Platform and cloud availability	10+ Metas and airline providers connected
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Powered by Airplane Solutions



The **Air Pricing platform** boosts efficiency while reducing costs.

Improve the customer journey experience offering value added information and increases in accuracy and response time.

AirplaneSolutions

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