

INDRA AND ITA SOFTWARE BY GOOGLE SIGN A QPX RESELLER AGREEMENT

- **The global consulting and technology company has signed a reseller agreement with ITA Software, the Google division that develops solutions for airlines and the travel industry**
- **Indra will integrate ITA's airfare pricing and shopping solutions with its Booking Engine (Suitair BFM), that grants airlines full control of the ticket buying and selling process, with complementary services and customized offers for travelers**
- **Indra has successfully developed airline projects worldwide, collaborating in all areas of the operating and marketing cycle with comprehensive solutions and services**

Madrid, November 30, 2016.- Indra has signed a QPX reseller agreement with ITA Software by Google for the provision of pricing and shopping services. This three-year agreement will allow Indra to provide more comprehensive marketing services for airlines.

Indra will integrate the airfare pricing and shopping solutions of the ITA QPX system, a pricing system for searching airfares and additional services used by a number of airlines in the market, in its Booking Engine (Suitair BFM) platform, which will enable airlines to better monitor and control the ticket buying and selling process. The combination of Suitair BFM and QPX is aimed to allow airlines to increase both their profits and direct sales thanks to the marketing of high value-added services, as well as several flight-related services (seat selection, new ways to check in luggage, choosing meals, insurance) and other third party after-landing services will be available (car rental, hotel booking, tickets for events and tourist guides).

This new capability allows Indra to expand its network of potential clients and consolidates its commercial offering in the airline sector.

Global services and solutions

According to Emilio Mora, Indra Airlines division's Director, "the agreement with ITA Software by Google improves Indra's experience as an airline industry provider where it has successfully delivered projects for airlines worldwide by supplying systems and solutions that cover all areas of the operating and business cycle including e-Commerce, Digital Strategy, Revenue Accounting, Business Analytics, Application Management, CRM, Loyalty, Applications Management and Outsourcing."

Indra offers a wide range of solutions to improve business management and profitability in the aviation sector. In a market subject to increasing mobility and the penetration of new, digital channels where users are taking a more active role in trip management, the technology and consulting company is capable of offering outstanding value-added solutions, enhancing airlines' digital presence, and converting their digital channels into competitive, differentiated, sustainable drivers that offer innovative products and services dedicated to enhancing website positioning and customer experience. To achieve this, the firm pursues an effective cost-cutting strategy based on technological upgrading and channel convergence while also assisting travelers in the search process and providing them with tools to make their trip easier, cheaper and more pleasant.



Press Release

About Indra

Indra is one of the main global consulting and technology companies and the technology partner for core business operations of its clients businesses throughout the world. It offers a comprehensive range of proprietary solutions and cutting edge services with a high added value in technology, which adds to a unique culture that is reliable, flexible and adaptable to its client's needs. Indra is a world leader in the development of comprehensive technological solutions in fields such as Defense & Security, Transport & Traffic, Energy & Industry, Telecommunications & Media, Financial Services and Public Administrations & Healthcare. Through its Minsait unit, it provides a response to the challenges of digital transformation. In 2015 it reported revenues of €2,850m, had a workforce of 37,000 professionals, a local presence in 46 countries, and delivered projects in more than 140 countries.