

TRAVELERS OF THE FUTURE WILL BUY THEIR TRIPS AND MANAGE ALL ASSOCIATED SERVICES ON ONE DIGITAL PLATFORM, ACCORDING TO MINSAIT

- Through its digital transformation unit, Indra pointed out that emerging technologies will be key for things like transport multimodality or bookings in a single click to be common in the tourism sector
- The company also mentioned other sectors such as the financial sector, where new technologies, the PSD2 Directive and the fintech opportunity currently constitute the appropriate framework for the banking sector to definitively assume the challenge of digital transformation.

Madrid, May 24, 2018 - Travelers of the future will not need brokers, agencies, or other distribution channels to book their trips and manage all services relating to them. A single end-to-end digital platform will allow them to take all these steps and 'build' a trip that is truly tailored to their tastes and expectations from their own devices (smartphone, computer, tablet and the like). This is the scenario that was presented this morning by Marcos Jiménez, Head of Business Development for Airlines in Indra, during his speech at the "Flying beyond. Emerging technologies as an opportunity for real personalization" forum, held at the Digital Enterprise Show (DES 2018) in Madrid.

Multimodality in transport, with door-to-door trips that will allow the combined use of different means in a single journey; the possibility of booking trips in a single click; the entry of new competitors or segmentation by type of customer are just some of the challenges facing the tourism and transport industry in the coming years. Challenges that companies are already assuming through including new digital solutions such as those of Minsait, Indra's digital transformation business unit, which not only contribute to differentiation within the competitiveness of the sector, but also help to connect with new customers that require other types of services and trips.

The Indra manager stressed that the digitization of tourism is not something new and that, in fact, it has opened the doors to digital transformation in other industries through hyperconnected users who, today, have more resources and independence when it comes to organizing their trips, booking their airline tickets and choosing accommodation. "They don't need to interact with an agent because all services are available in real time and just one click away" he said. For this reason, technology and new digital solutions must serve companies that are part of the tourism spectrum to address this new behavior, with content aimed at a more specific, unique customer, who is calling for more differentiation and personalized offerings.

Digital transformation responds to these new demands and contributes to tourism companies and airlines having a more direct and personalized relationship with their travelers, making available more services and supplements that help enrich their travel and, therefore, increase their end satisfaction, contributing to increasing their loyalty and the profitability of the companies in the sector. Savings in distribution costs, continuous optimization of price dynamics and omnichannel marketing in customer management are issues that are already part of the business strategies of companies that form part of the tourism sector and have become essential to remain within a competitive market that is constantly evolving.

In this respect, Marcos Jiménez has highlighted the importance of having allies that respond to these challenges and has pointed out that Minsait has a unique vision of the industry, with a portfolio of proprietary solutions and a team of experts with solid knowledge of technologies, markets and the needs of its customers, who have also taken advantage of Indra's experience as a world leader in the development of comprehensive technological solutions for all industry sectors and cutting-edge developments in fields such as cybersecurity, robotics, BPO, AM and payment technologies.

New models in banking

In addition, Álvaro de Salas, director of Innovation and New Business in Banking at Indra, indicated, during his participation in the debate "Banking as a platform: what innovation will lead the banking industry", that the open banking model places the financial institution at the center of an ecosystem in which other service providers can innovate and offer their solutions, "resulting, ultimately, in a much more profitable relationship for the bank's end customers". For the expert, the emergence of new technologies, the PSD2 Directive and the fintech opportunity currently form the appropriate framework for banks to assume the challenge of digital transformation as a solution to the issue of profitability and as the basis of a new customer relationship model.

According to Álvaro de Salas, the advanced management of the huge volume of data processed by the banks, thanks to analytical and Big Data capabilities, will allow their value proposition to be redesigned. "The result will be the improvement of the customer's financial health and will result in a set of products and services adapted to their goals in life and fully oriented to guaranteeing their financial well-being", he clarified.

About Minsait

Minsait (www.minsait.com) is the Indra digital transformation business unit. Its offering is designed to achieve rapid and tangible results. Its multidisciplinary team of more than 3,000 experts in Europe and Latin America are grouped around four main lines of service: business consulting, digital technology and consulting, proprietary digital products and cybersecurity. The integral approach promoted by Minsait requires, beyond the implementation of transformation initiatives, a profound rethinking of the management model. The acquisition of Paradigma, leader in the "digital native" format offering with an innovative culture and agile methodologies, completes Minsait's value proposition, whose differential offer covers, end to end, all the digital transformation needs of companies and institutions.

About Indra

Indra is one of the world's top technology and consulting and a technology partner for the key operations of its customers' businesses worldwide. It is a leading worldwide provider of proprietary solutions in niche areas in Transport and Defense Markets and the absolute leader in IT in Spain and Latin America. It offers a comprehensive range of proprietary solutions and cutting edge services with a high added value in technology based on a unique culture of reliability, flexibility and adaptability to the needs of its customers. Indra is a world leader in the development of end-to-end technology solutions in fields such as Defense and Security, Transport and Traffic, Energy and Industry, Telecommunications and Media, Financial Services, Electoral Processes, and Public Administrations and Healthcare. Minsait is Indra's digital transformation business unit. In 2017 Indra posted a revenue of €3,011m, employed 40,000 professionals, and had a local presence in 46 countries plus sales operations in more than 140 countries.