



indra

Press
Release

INDRA DEVELOPS THE NEW IBERIA EXPRESS E-COMMERCE PORTAL

- **The new portal is developed using the most innovative technologies to encourage purchase, flight management, ancillaries selling and access to special promotions**
- **Indra has pioneered the design and development of e-Commerce portals for some of the main airlines in Europe and Latin America**

Indra has teamed up with Birchman Group to develop the new e-Commerce portal for Iberia Express (www.iberiaexpress.com), in keeping with both the Spanish airline's new brand design and passengers' needs. The new website features Indra's most innovative solutions for the purchase, flight management, ancillaries selling (auxiliary and complementary services) and access to special promotions by users. Furthermore, as an open and highly flexible and configurable system, it can gradually incorporate new products and services.

As a key innovation, the Iberia Express portal features Indra's BFM (Booking Flow Manager) solution, which allows airlines to operate their e-Commerce portals independently from the global GDS network, and to be aligned with the IATA NDC (New Distribution Capabilities) standard. This system provides Iberia Express with a greater degree of customization, thus improving user experience and facilitating sales processes, the introduction of new ancillaries and the actual website management.

The first phase of the project, currently underway, involves revamping the web portal and purchase process to offer passengers new functions and a greatly enhanced and easier purchase experience, while the second phase will finalize current design by implementing a reservation management and express check-in function.

Iberiaexpress.com has been designed with Responsive Web Design technology, which allows users to access the e-Commerce portal from any type of device (tablets, smartphones, laptops and PCs) and adapts the way the functions are viewed to the size and type of the device used.


The newly designed website also incorporates German as a third language (along with Spanish and English), following the airline's consolidation in Germany.

Solutions to meet business needs

Indra is one of the top companies in the design and development of e-Commerce portals for airlines. Key clients for its products and services in this sector include some of the leading airlines in Europe and Latin America. The technology company boasts a wide range of solutions to improve the management and profitability of business processes in the aviation sector.

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Indra's systems are at the forefront of technology in the industry and consumer markets, offering solutions and services designed to achieve continuous improvement in productivity and resource management. Its technology not only enhances the competitiveness of its clients but helps them to access new market opportunities and face new challenges. Indra's commitment to smart infrastructures takes the conventional design and execution of business processes to a new level, thus contributing to innovation in major corporations.

Indra, chaired by Javier Monzón, is one of the world's largest consultancy and technology multinationals, a leader in Europe and Latin America and is expanding in other emerging economies. Innovation is the cornerstone of its business, which is highly focussed on the customer and on sustainability. The multinational is one of the leaders in its sector in Europe in terms of investment in R&D and innovation, having invested more than €570M in the last three years. With sales approaching €3,000 million, it employs 43,000 professional and has customers in 138 countries.