



indra

**Press
Release**

INDRA DEVELOPS A NEW OFFER OF SOLUTIONS TO PERSONALIZE AIR TRAVEL BOOKINGS

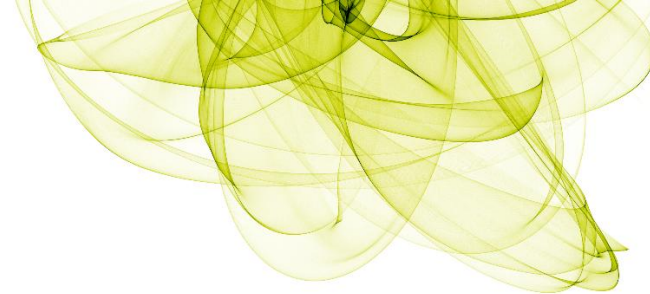
- **The technology multinational presents its NDC systems for airlines, designed to improve comprehensive management of the offer to the user and achieve cost cuts in distribution**
- **They permit travel bookings to be made in ways that suit consumer tastes and habits, and they offer additional services and access to pricing, availability and schedules in a faster, easier and more economical way**

Indra, a leading consulting and technology multinational, has completed its portfolio of NDC (New Distribution Capabilities) solutions, designed to extend the service currently provided by airlines to travelers by incorporating new differentiating tools to improve the passenger's experience.

A highlight of this new offer's main capabilities is the 'Inspire' solution. This is a modern application, tailor designed for the customer, that allows passengers to make flying a much more enjoyable experience by helping them to plan and share their trips on social networks. 'Inspire' proposes a new way of flying and searching for destinations, changing what has been, until now, the basic vision of how to plan travel. While, until now, users have based their search for destinations and tickets on the airline, price and availability, Indra's solution offers a more inspirational approach, a new way to choose routes depending on the sensations travelers wish to experience on their trips. For example, depending on the time they want to spend on the plane, what they want to eat, wear, hear or visit at a destination, etc, the system offers a selection of travel to match their wishes.

The technology company also provides a new approach to pricing and price searches with the e-Pricing system. This solution provides quick, easy and inexpensive access to the prices and availability of flights on any airline.

Another of Indra's NDC applications is the Booking Flow Manager (BFM), which allows the airline to be in full control of the ticket buying and selling process, as well as of passenger transit. This system allows the offering company to introduce new *ancillaries*, i.e. ancillary services and flight accessories that help not only to add to the comfort of passengers but also to improve their journey by making available new services and benefits of high value-added. This is the case with bookings, choosing seats, new ways of checking-in luggage, choosing meals, insurance and even other third party services on reaching the destination, such as booking rental cars and tourist guides.



Lastly, Indra offers consulting services in online SEO (Search Engine Optimization). This, allows airline websites to be among the most relevant positions on the Internet, providing access to customers through all online search engines, and thus increasing visits and business on their websites.

Progress in the Middle East

The NDC solutions portfolio was one of the star products presented recently by the technology multinational at its meeting with the Arab Air Carriers Organization (AACO), which includes companies like Saudi Arabian Airlines, Emirates, Etihad Airways, Royal Jordanian, EgyptAir, Oman Air, Kuwait Airways, Syrian Arab Airlines, Middle East Airlines and Qatar Airways.

Indra's new systems are of great interest in markets like the Middle East, as they minimize distribution costs and respond to needs arising from the constraints inherent in this airspace, which is becoming one of the world's main hubs for travel distribution and passenger flow.

Moreover, Indra is one of the strategic technology Partners of the IATA, the International Air Transport Association, within the NDC international program, which aims to develop an open distribution standard, based on a common language (XML), for the exchange of data between airlines and travel agencies. This initiative aims to benefit consumers by giving them greater access to online content, with more transparency in the way of comparing and purchasing tickets.

Serving the aviation sector

Indra offers a wide range of solutions to improve the management and profitability of business processes in the aviation sector. Conscious of the increasing mobility and penetration of the Internet, and the change brought about by users in their flight searches, Indra provides solutions with high added value, promotes companies' digital presence and converts their online channel into a point of competitive, sustainable and differential leverage through innovative products and services focused on improving the SEO and customer experience. To achieve this, it is committed to an effective cost cutting strategy through technological upgrading and the convergence of channels, while also accompanying travelers in their search process and providing them with the tools necessary to make their trip easier, more cost effective and pleasurable.

Within this sector, the technology company offers customers its experience with more than 30 airlines around the world, and a wide range of valuable solutions to meet the challenges facing this global industry, from back-office Revenue Accounting and ERP systems, to the front-office and customer self-check-in, and IT applications management.

Indra is Spain's number 1 consulting and technology multinational and one of the main multinationals in Europe and Latin America. Innovation and sustainability are the cornerstone of its business, having assigned over €570 million to R&D&I in the last three years, a figure that places it among the top European companies in its sector in terms of investment. With approximate sales of €3,000 M, 61% of its sales revenue is from the international market. It has 42,000 employees and customers in over 138 countries.