

navitaire  
an amadeus company

Navitaire Travel Commerce  
Ancillary revenue platform





# Navitaire Travel Commerce

## Ancillary revenue platform

Drive new revenue. Boost profitability.

Navitaire's Travel Commerce ancillary revenue solution lets you sell additional products, services and custom travel packages directly in the booking path – or any other customer touchpoint.

Tightly integrated with New Skies®, Travel Commerce gives you unmatched flexibility to create and promote attractive offers to your customers. Use one of our direct connections (or new supplier connections can be created) to provide car, hotel, insurance, activities and retail products in the booking path. You can even create your own customized travel packages.

### Benefits

#### Integrated Shopping Basket Model Offers Higher Profit Potential

- Industry experts and client experience confirms ancillary service uptake typically increases – up to 10 times higher – when embedded within the booking path
- Propose tailored up-sell and cross-sell opportunities throughout the booking process to create differentiated offers to customers
- Leverage customer touchpoints to promote ancillaries across the travel lifecycle
- Increase commission potential and passenger uptake through the direct integration model versus referral or “white label” models, plus retain full control of your brand, offer presentation and your cash flow

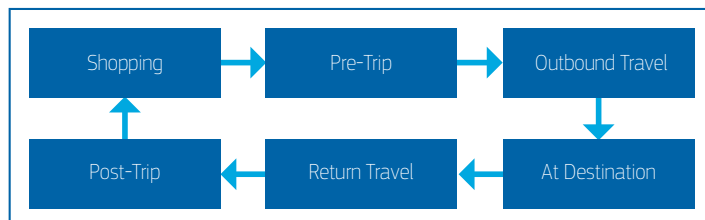
#### Super PNR for Greater Flexibility and Enhanced Customer Service

- Let travelers manage their entire trip in one place for easy changes or cancellations
- Centrally capture and store integrated ancillary sales data for improved business information

#### Flexible Connections to Travel Partners

- API integrations make online ancillary sales easy, efficient and cost effective
- Hotel rooms, car rentals, activities, travel insurance and retail products can all be sold through New Skies Booking Web Service APIs

Offer specific products throughout the customer's journey





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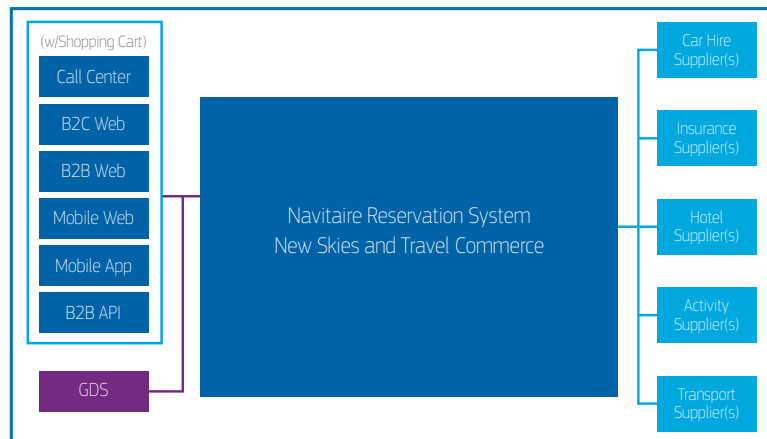
### Advanced Dynamic Packaging

- Create your own custom travel packages using any combination of air, hotel, car, activities and other products to attract travelers
- Provide innovative search capabilities to guide customers to the packages or products matching their interests
- Deliver personalized booking experiences with advanced marketing and merchandising options to help improve sales conversions and increase revenue

### Lower Total Cost of Ownership

- Complete trip information is at your agents' fingertips, improving customer experience while keeping training costs low
- Centralized data management, integrated customer profile and single New Skies PNR streamlines back-office processes
- Improves product compatibility – Travel Commerce system upgrades are cross-certified with select New Skies reservation system upgrades, providing compatibility and streamlined implementation

Integrated ecommerce solution  
for airlines, rail companies  
and travel providers



## Features

### Selling and Merchandising Features

- Integrated and standalone shopping cart functionality lets customers flexibly build their full itinerary with flights, car hire, hotel accommodation, travel insurance and destination activities
- Customers receive a single itinerary email, including the confirmation numbers from each supplier enabling easy changes to elements in the Super PNR if needed
- A rich, diverse and flexible set of catalogs, categories, departments, and cultures, provides the ability to develop different pricing and product content by customer segment to promote tailored up-sell and cross-sell options
- Supports multi-language and multi-cultural content

### Travel Partner Features

- Combine content from multiple sources for a single search
- Extensive configuration options for data mappings, API and search parameters

- Connect with over 25 direct suppliers using the Service Oriented Architecture (SOA) to allow your business to readily adapt to changing business conditions, seize emerging opportunities and connect to new technologies
- Supplier connections can be added and deployed independently of a product release or full system upgrades

#### **Efficient Administrative Support Features**

- Supports prepaid, pass-through-for-charge or pass-through-for-guarantee sales models, each configurable per supplier
- Manage and use locally hosted inventory capabilities for virtually any product, such as block-space hotel rooms, retail merchandise or service offerings using free-sale, retail or inventory-by-day (i.e., block-space) models
- Configure and manage product content, pricing, taxes and fees and inventory in one convenient location
- Optional Supplier Extranet available to third-party suppliers, which provides suppliers the ability to manage product content, inventory and rates for their products through a web portal
- Reporting and data access available for tracking and improved business intelligence

Navitaire delivers industry-leading technology services that help enable growth, profitability and innovation to more than 50 airlines and rail companies worldwide, including many of the world's most successful airlines. Navitaire offers a full suite of proven solutions to help clients grow their business, reduce costs, capture new revenue sources and readily connect with digital customers and business partners.

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