The InteRES Retail & Merchandising Engine

A NDC Offer- & Order-Management System

Frequently Asked Questions

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Who is InteRES?

- **InteRES was founded in 1997 to bring flight shopping into the internet**. Since then, we have been serving top-tier clients like TUI, Thomas Cook, DER, LH City Center, Sabre and Swiss with high performance booking engines and much more. We are a privately held company, with our CEO Volker Herrmann and Rainer Herrmann holding 74,8% of the shares, and TUI holding 25,2% of the shares.

- **Most of our 35 employees are computer scientists or software engineers**. We have a quality assurance team and a lightweight overhead of five people. New team members are mostly sourced from the Technical University or the University of Applied Science, both in Darmstadt. Because of our lean and agile setup and the high degree of expertise, we can deliver complex software solutions for very large international enterprises without hassle or headache.

- All current airline pricing and shopping processes, including fare and tax calculation, ancillary sales, ticketing & EMD, refund procedures and deep PSS integration are our daily business. **We have developed and are operating the multi-million passenger internet booking and pricing engines on swiss.com**.

- With our **Airline Solutions division**, established in June 2016, we are up for new frontiers, developing a future-proof pure retailing solution for airlines on the basis of NDC. All our know-how flows into this programme.

- In addition to the implementation of our software, we are offering airlines **consulting services around distribution and NDC**. We have significant know-how in almost all commercial and technical aspects of airline distribution, including GDS agreements.

Can you describe what your product is?

- It is a **Retail & Merchandising Engine**, allowing airlines to…

    o gain back full control over their offer

    o establish a product engineering approach for their offer design

    o commercialise their content from a customer point-of-view

    o distribute offers and rich content via an NDC interface

- It is an **NDC Offer- & Order-Management System** that covers an end-to-end process including offer design, dynamic offer creation, a booking engine integrated with the airline's PSS that creates PNRs and writes tickets and EMDs, a database management for offers and orders that can be leveraged for data analytics, its own NDC API and comprehensive administration functions.

- It is a **hybrid of a retail product catalogue and a sophisticated rules engine**, that enables a quick-start embarkation on retailing with super-fast time-to-market - by design! Instead of creating and managing highly complex rules, airlines can concentrate on their product and service catalogue and its application parameters.

- It **fully integrates with an airline's PSS** and will create PNRs, tickets and EMDs as per the specifications of the airline.

- All software components are **cloud based** for highest data security, endless scalability and transparent costs. We currently work on AWS, but can deploy on any other cloud platform such as Azure, Alibaba or App Engine.

- Last not least, it is designed to **work on mobile**. Our prototype demonstrator is a mobile website (not an app!) and when we think of use-cases, then its mobile-only.

How will implementation and transition work?

- **PSS Integration**

  o Our product will sit on top of the airline's PSS and integrate with it via web services or XML messaging. We are especially familiar with Amadeus Altéa integration, but also have good experience in Sonic, Navitaire and HP.

  o The integrated booking engine will handle PNR, TST and TSM creation, as well as ticket and EMD issuance and refund.

  o We can source reference fares, schedule and availability from any given source, e.g. fares from Altéa, schedule from OAG and availability from RTDP.

- **RM Integration**

  o Until the airline has a standalone dynamic pricing engine in place, our product requires a small set of filed reference fares. Ideally, one fare per RBD on a given O&D to secure a full 26-step pricing.

  o Availability requests are being made in real-time and for the complete requested journey, i.e. out- and inbound flights to secure O&D control.

  o Our product is aware of RBDs and can match (or overwrite if required) the applicable RBD for a given reference fare.

  o By that, we are keeping inventory control alive, while reducing fare filing significantly. Further price differentiation will happen on a retailing and merchandising level.

- The **implementation effort** can vary from a few weeks to a few months, depending on the specific requirements of an airline and will need further conversation between an airline and us. Our software architecture supports true **best-of-breed** and is therefore future-proof.

- Integration with **traditional shopping tools** like Master Pricer, Bargain Finder, QPX and others is obsolete. With our product, an airline will easily create a completely new world of products and services completely separate from today's world of fares and fare rules. However, we do offer independent **tax & fee calculation**.

- **Direct & Indirect Channels**

    - Our product uses its own NDC interface. It can be used for all front-ends that are NDC capable. As, over time, our product will become the single point of truth for an airline's content, it will make sense to connect as many channels to it as possible – direct and indirect.

    - The API delivered with the product can either be enhanced with identification and authorisation features to become a full-blown distribution gateway, or be integrated with existing solutions of other vendors, such as IBM Websphere.

- For questions around **hosting, support and versioning** please talk to us.

- You don't have to be afraid of the **transition phase**. We understand how an airline works internally, respect your organisation and processes and will assist you step-by-step. **We make baby-steps to make sure your transition will be successful**.

Why NDC? Many say NDC is useless.

- **NDC is designed to support a business model agnostic approach of airline retailing**. Many things that cannot be done with today's EDIFACT, Airimp and Type B messaging is now possible. It is easy to integrate and software companies can code against NDC without any hassle. The airline, but also aggregators and agencies, will have more choice among IT providers to differentiate from their competitors and offer a modern experience to the consumer.

- **Change processes have a straightforward design in NDC**, absent complex fare rules and reissue procedures. It's easy to change an order in NDC and the flexibility to change or cancel and refund can also become a commercial service.

- The way any type of **ancillary services** can be offered and purchased pre- and post-booking in NDC is consumer oriented and elegant. We will integrate the airline's services, as well as 3rd party providers.

- We are using the **AirShopping** message as our basis because it best reflects the potential of NDC. Our product purely uses NDC messages.

- NDC is also about **personalisation**. We think, personalisation is a bit of a hype that even Amazon is not doing nicely. We think it's wise to start with micro-segments and have a fancy solution in place. Of course, your Frequent Flyer system will be integrated.

What can you do now? What's on your product roadmap?

- **As of 1st March 2017**: We are close to a MVP. Please call for a live demo.

- **Roadmap**: In an agile environment, you will not have complex plans: "Know what you want to do in the next 3 months, have an idea of the next 6 months, and be flexible thereafter." Call us to find out what's planned!

What do you offer in terms of data analytics?

- Before you think of big data or small data – get back control over your offer otherwise there's not much to be analysed.

- Our product has its own databases for offers and orders. Both are NoSQL and provide not only high flexibility, but can also be accessed and searched by data analysts easily. This means that **our airline customers will own their own data** and can have it analysed by any person or company they work with.

How do we liaise with you? What are the commercials?

- It's easy: give us a call or send an email to airlines@interes.com and we'll get back to you to discuss next steps. These can be a call, an online demo or a face-to-face meeting in our or in your offices.

- As per early 2017, we are still looking for pilot airlines. The commercials are not fixed in this phase. Pilot airlines will benefit from attractive conditions for the pilot phase and early-adopter commercials after go-live.

- If you are in the process of **publishing a RFP**, then please include us. We have more to offer than can be described here.