

**From:** Sue Carter  
**Sent:** Friday, September 16, 2016 8:07 AM  
**To:** Tim Reiz; Manish Nagpal; Javier Barriere; Juan Sergio Chao; Vitali Ruppel; John Stewart; Pedro Leon; Mel Trudeau; Jim Davidson; Edna Lopez; Theo Kruijssen; Mark Egan; Rui Sequera  
**Cc:** Andrea Hall; Vernon Blanson; Eduardo Fontanarrosa  
**Subject:** UPDATED SEPT 16: New FLX Product PPT and Visio- final as of Sept 16  
**Attachments:** FLX Product Components 16SeptFinal3.pptx

Please use attached Product PPT dated Sept 16 as the new master – correction was made to slide #55 (optional slide that shows our partners Switchfly, Routehappy and Triometric on the Gateway)

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**From:** Sue Carter  
**Sent:** Thursday, September 15, 2016 7:05 PM  
**To:** Tim Reiz <treiz@farelogix.com>; Manish Nagpal <mnagpal@farelogix.com>; Javier Barriere <jbarriere@farelogix.com>; Juan Sergio Chao <jchao@farelogix.com>; Vitali Ruppel <vruppel@farelogix.com>; John Stewart <jstewart@farelogix.com>; Pedro Leon <pleon@farelogix.com>; Mel Trudeau <mtrudeau@farelogix.com>; Jim Davidson <jdavidson@farelogix.com>; Edna Lopez <elopez@farelogix.com>; Theo Kruijssen <tkruijssen@farelogix.com>; Mark Egan <megan@farelogix.com>; Rui Sequera <rsequera@farelogix.com>  
**Cc:** Andrea Hall <ahall@farelogix.com>; Vernon Blanson <vblanson@farelogix.com>; Eduardo Fontanarrosa <edfont@speedy.com.ar>  
**Subject:** New FLX Product PPT and Visio- final as of Sept 15

Team  
Attached is final FLX Product presentation for Sales, as well as Visio file for those of you who want it. Thanks Juan for help bringing the visio home!

@Vernon and Andrea,  
Please upload to the respective Marketing and Sales Sharepoints.

This information will:  
1. Be included in the "generic" FLX presentation (non Sales)  
2. Also be sent out to the full management group as part of follow up from today's briefing - momentarily

Thanks all  
Sue

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**From:** Sue Carter

**Sent:** Saturday, September 03, 2016 1:33 PM

**To:** Tim Reiz <[treiz@farelogix.com](mailto:treiz@farelogix.com)>; Manish Nagpal <[mnagpal@farelogix.com](mailto:mnagpal@farelogix.com)>; Javier Barriere <[jbarriere@farelogix.com](mailto:jbarriere@farelogix.com)>; Juan Sergio Chao <[jchao@farelogix.com](mailto:jchao@farelogix.com)>; Vitali Ruppel <[vruppel@farelogix.com](mailto:vruppel@farelogix.com)>; John Stewart <[jstewart@farelogix.com](mailto:jstewart@farelogix.com)>; Pedro Leon <[pleon@farelogix.com](mailto:pleon@farelogix.com)>; Mel Trudeau <[mtrudeau@farelogix.com](mailto:mtrudeau@farelogix.com)>; Jim Davidson <[jddavidson@farelogix.com](mailto:jddavidson@farelogix.com)>; Edna Lopez <[elopez@farelogix.com](mailto:elopez@farelogix.com)>; Theo Kruijssen <[tkruijssen@farelogix.com](mailto:tkruijssen@farelogix.com)>; Mark Egan <[megan@farelogix.com](mailto:megan@farelogix.com)>; Rui Sequeira <[rsequeira@farelogix.com](mailto:rsequeira@farelogix.com)>  
**Cc:** Andrea Hall <[ahall@farelogix.com](mailto:ahall@farelogix.com)>; Vernon Blanson <[vblanson@farelogix.com](mailto:vblanson@farelogix.com)>  
**Subject:** Updated: New FLX Product PPT

For those that have not yet reviewed the Product PPT, please use this version instead which has various updates from the previous.

Also, I have added Mark and Rui to this thread/review.

Would appreciate any feedback as early as possible in the coming week.

Thanks

Sue

Sue Carter  
Senior Vice President of Marketing



Farelogix, Inc.  
110 NW 107th Ave, Suite 300 Miami, FL 33172  
305-723-5419 | 805-441-0059 | 805-552-1430

[Website](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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**From:** Sue Carter

**Sent:** Wednesday, August 31, 2016 1:48 PM

**To:** Tim Reiz <[treiz@farelogix.com](mailto:treiz@farelogix.com)>; Manish Nagpal <[mnagpal@farelogix.com](mailto:mnagpal@farelogix.com)>; Javier Barriere <[jbarriere@farelogix.com](mailto:jbarriere@farelogix.com)>; Juan Sergio Chao <[jchao@farelogix.com](mailto:jchao@farelogix.com)>; Vitali Ruppel <[vruppel@farelogix.com](mailto:vruppel@farelogix.com)>; John Stewart <[jstewart@farelogix.com](mailto:jstewart@farelogix.com)>; Pedro Leon <[pleon@farelogix.com](mailto:pleon@farelogix.com)>; Mel Trudeau <[mtrudeau@farelogix.com](mailto:mtrudeau@farelogix.com)>; Jim Davidson <[jddavidson@farelogix.com](mailto:jddavidson@farelogix.com)>; Edna Lopez <[elopez@farelogix.com](mailto:elopez@farelogix.com)>; Theo Kruijssen <[tkruijssen@farelogix.com](mailto:tkruijssen@farelogix.com)>;  
**Cc:** Amanda Hall <[ahall@farelogix.com](mailto:ahall@farelogix.com)>; Vernon Blanson <[vblanson@farelogix.com](mailto:vblanson@farelogix.com)>  
**Subject:** For review: New FLX Product PPT

Please find attached a draft deck that highlights the product components of the FLX Airline Commerce Gateway.

Specific points of consideration:

- This deck would never be used in its entirety - Only the Product Components relevant to a prospect would be presented (e.g. Open Connect and FLX M)
- Even within each product section it is expected Sales would pick/choose which slides are needed

- This material assumes there has already been an introduction to FLX to a particular airline (see separate email – FLX Overview PPT). This is why the presentation starts with an “Airline Name – Why Are We Here” – which would focus in on specific product components relevant to that airline.

Feedback requested:

- Product features/benefits – any and all comments welcome
- We know we need updated screenshots for FLX M (including the fact the ones in there still show FMS2 Fare Designer Studio – which is now FLX Rules and Offer Designer)

Thanks

Sue

Sue Garner  
Senior Vice President of Marketing



Fonelogix, Inc.  
150 NW 107<sup>th</sup> Ave, Suite 400 Miami, FL 33172  
T: 305-222-5423 (305-431-0053) | 305-850-4366

[Website](#) | [Twitter](#) | [Facebook](#) | [iFlybag](#)

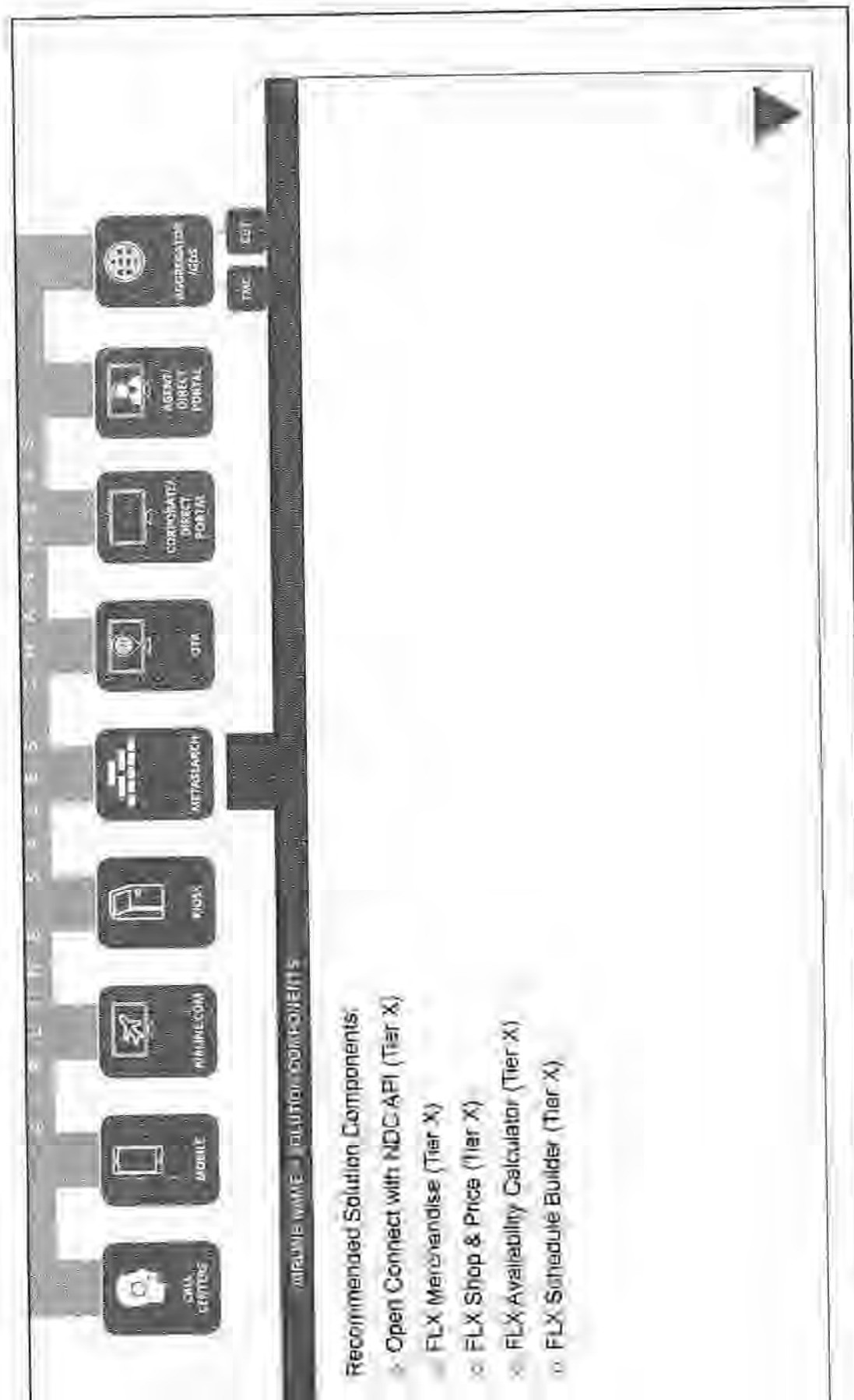
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# Airline Commerce Gateway Component Overview



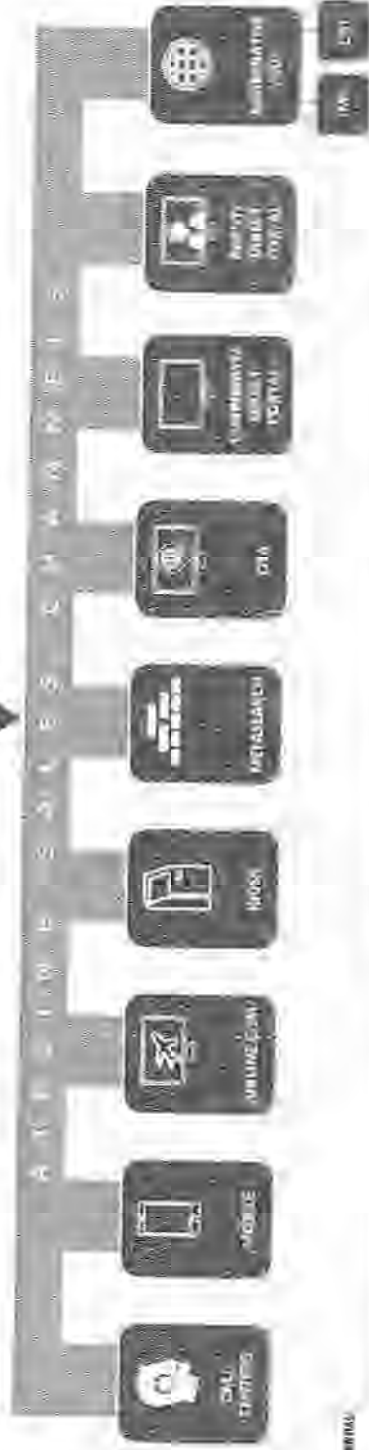




**FARELOGIX AIRLINE COMMERCE GATEWAY**



**An Airline's Path to Total Content Control**



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FLX-000693845



## FLX AIRLINE COMMERCE GATEWAY IS POWERED BY 6 INTEROPERABLE COMPONENTS

FAPELOGIX



PSS-agnostic direct connect connectivity with full orchestration for Offer and Order Management, Ticketing, ARC/BSP and more

OPEN CONNECT

Robust delivery of an KDC API – The airline's "Single Source of Truth" - delivering the airline's full suite of content to any/all sales channels

FLX WFO API

Airline-controlled merchandising and rules engine with unlimited flexibility for custom tailored offers.

FLX MERCHANDISE

Shipping, offer and pricing engine designed for high-volume, personalized, flex-aligned offers

FLX SHOP & PRICE

High performance solution for airline-controlled availability calculation without taxing airline systems or the PSS

FLX AVAILABILITY CALCULATOR

Airline-controlled dynamic schedule building with unparalleled response time, scalability, and flexibility

FLX SCHEDULE BUILDER



## Airline Commerce Gateway Component Overview



**FLX**

Super Connect



**FLX**

Microworld



**FLX OPEN CONNECT AND NDC API:  
TOTAL CONTENT CONTROL WITH LOWEST COST OF OWNERSHIP**

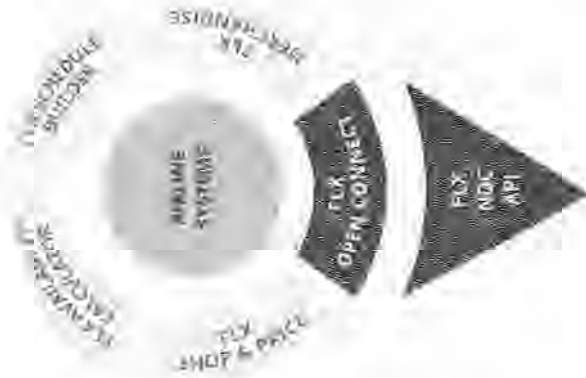
FARELOGIX



- Full-proof connectivity into any airline reservation system
- Comprehensive NDC Offer and Order Management
- Airline's NDC API - single source of truth to feed any or all channels
- ✗ Robust Orchestration of all required workflows, systems integration and supporting services e.g. Ticketing, ARC/BSP, channel management, and more
- SPRK agency user interface included (optional)

# FLX OPEN CONNECT – FUTURE PROOF CONNECTIVITY

FARELOGIX



The FLX Open Connect allows users to make and manage bookings and reservations out of the Airline Reservation System without any third-party intervention while using whatever type of messaging protocol is required (e.g. EDIFACT, XML, XML, SOAP, or proprietary).

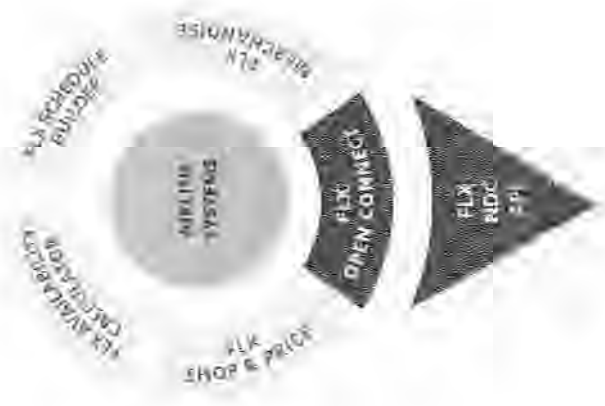
All content is standardized and normalized in XML.

The FLX Open Connect delivers future proof "PSS-agnostic" connectivity that is unparalleled in the industry.

Farelogix is already connected to and compatible with the following PSS/Airline Host Systems: Amadeus/Altea, Sabre/Worldspan, Aira, HP Shares, HJ/Atreus, IBM RES III, Microsoft/MSB, & Alitalia/RE.

## FLX OPEN CONNECT – OFFER AND ORDER MANAGEMENT

FARELOGIX



### Offer Management

- Shopping
- Bundled Fares and A-La-Carte Merchandising
- Pricing
- Availability and Schedules
- Web services for profile integration for full "traveler-authenticated shopping" consistent with IATA NDC
- Web services for additional ancillary services integration and/or other customer content/functionality

### Order Management

- Reservation Placement and Management
- Seat Assignment/Merchandising/Changes
- Ticketing / Exchange / Refund / Void / EMD
- Interline Management
- Settlement and Reporting (ARC, BSP, TCM, BIDT, direct settlement IATA web link, custom)

# FLX OPEN CONNECT AND NDC API – DUEL LEVELS OF ORCHESTRATION AND SUPPORT

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FLX  
MERCHMAN



### Reservation System (Airline/ Airlines Spacenet)

- VSS Integration and Maintenance (any PSS in change to new PSS)
- Airline System Integrations (FFI, CRM, RM, DCS, Legacy, Inventory, Payments, etc)
- Visas and Merchandise Integrations (Airline Shopping or Manufacturing to FLX, AVIRNY)
- Support, Settlement, Reconciliation (Ticket Stock Allocation, ABC, BBA, CA, AEA, etc requests)

### NDC API (Airline/ Orchestration)

- Channel-Specific Configuration (Distribution Manager)
- API Configuration & Maintenance (Resources, Schema, ABC alignment)
- 3rd Party Developer Support Program for Airline NDC API
- SPR User Interface Customization, Training and Business Level Support
- 24/7 Helpdesk

### Monitoring and Observability

- Cloud, Multi-tenancy, Fully redundant hosting options
- Airline self-healing



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FARELOGGIX - Gateway Components

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SIX CONFIDENTIAL

FLX-000658951

## FLX OPEN CONNECT – SPRK AGENT USER INTERFACE

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### SPRK AGENT USER INTERFACE

- Web-based travel-selling platform used by thousands of agencies around the world
- SPRK provides travel counselors with a tremendous amount of airline content and optionality, including full integration with airline Open Connects and NDC API
- The system is flexible, intuitive, customizable and highly scalable
- Maintenance and support is included with FLX Open Connect
- SPRK is in production with over 3000 agencies in over 50 countries







## FLX OPEN CONNECT AND NDC API – EXAMPLES

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### American Airlines

- Differentiated content delivered to Priceline, Orbitz and other global OTAs
  - BDS pass-through in production with Sabre and Amadeus
  - Leading producer of EMDs in US market
- Emirates**
- Delivery of differentiated content via direct connect strategy and SPRX agent point of sale
  - Chauffeur Drive, Dubai Stop-over, visa service, fare brands and other value-added offerings
  - Over 2,500 agencies in over 50 countries

### BSP and Non-IATA agencies

### Lufthansa Group

- Direct connect strategy across entire group (Austrian, Brussels, Swiss, Lufthansa, Eurowings)
- In production with large TMCs, OTAs and consolidators
- Dramatically greater control over distribution strategy and costs

**Airline Commerce Gateway  
Component Overview**



**FLX**

Worldwide  
Travel Solutions

FLX  
WORLDWIDE  
TRAVEL SOLUTIONS

**FLX MERCHANDISE - FAST, FLEXIBLE AND FUTURE PROOF AIRLINE-CONTROLLED MERCHANDISING**

FARELOGIX



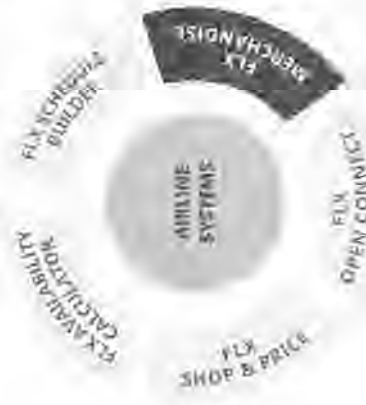
**FLX Merchandise** – delivered as an Enterprise or cloud-based solution – enables airlines to custom-tailor product and service offers for dynamic retail across multiple sales channels, including airline.com, check-in kiosks, call centers, and travel agencies (direct or via GDS).

FLX Merchandise supports the full spectrum of merchandising and retailing, including bundles, in carts, rewards, and redemption.

FLX Merchandise, when deployed as an Enterprise version is also a powerful developer tool fully integrated into an airlines' proprietary technology stack and can be utilized for many commerce and operation applications

# FLX MERCHANDISE - UNLIMITED FLEXIBILITY FOR CREATING THE BEST OFFER

FARELOGIX



FLX  
NDC  
API

FLX Merchandiser (FLX M) supports virtually unlimited options in terms of personalization or customization of the merchandising offer including (by):

- o Pricing/Market/Market split
- o Seasonality
- o Corporation
- o Traveler ID
- o Traveler loyalty status/FFP/air membership
- o Flight status
- o Local factor
- o Any other flight/date related rules or restrictions (O&D, length of flight, segment, departure airport, cabin, fare type, fare basis code, booking class or RUL, PTC, travel period, sale period, days before departure, blackout periods, POS, conditional restrictions, advance purchase, journey type and much more)
- o Seat attribute (type, location, etc.)
- o Equipment type
- o Discount or promo
- o Event
- o Zones (mandatory or optional demand)
- o Industry standard defined passenger attributes
- o Other airline-defined parameters, trip or passenger attributes

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FARELOGIX - Capacity / Profit Optimizer

JE

## FLX MERCHANDISE- ADDITIONAL FEATURES

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### FLX M Baggage Engine

- Integrated baggage engine (airline/airline)
- Calculate baggage allowance and fee information for hundreds of the world's airlines with full compliance to IATA Resolution 302 and rulings of the United States Department of Transportation
- Baggage data can be entered directly into FLX M or users can submit entries by using regular queries from the Airline Tariff Publishing Company (ATPCO 56 and 57).

### FLX M Post-Booking Offer Engine

- Form airline APIs for applicable post-booking offers (uses FLX Open Connect for PSS Connectivity)
- Send offer emails to their customer
- Provide an airline styled web landing page (including responsive for mobile web) to demonstrate the ancillary fulfillment
- Generate a confirmation email to airline customer

## FLX MERCHANDISE - ADDITIONAL FEATURES (Continued)

FARELOGIX



FLX  
MDC  
API

### FLX M Inventory Module

- Off-PSS management of premium seats or other items
- Supports total premium seat availability at time of sale
- Personalized pricing by any number of airline-defined parameters

### FLX M Loyalty Module

- Carriers rules for earning and burning
- Personalized "load your own loyalty"

### FLX M Corporate Rewards

- Integrated rewards database for small/medium corporate loyalty programs
- Redemption and rewards calculation

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FARELOGIX - Gateway Components

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# FLX MERCHANDISE - WHAT DOES IT GET YOU?

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FLX  
REG  
SPT

### Control

- 1) Full control over your biggest asset - the Offer!
- 2) Incentive travel interfaces for sales-based offer and rules definition

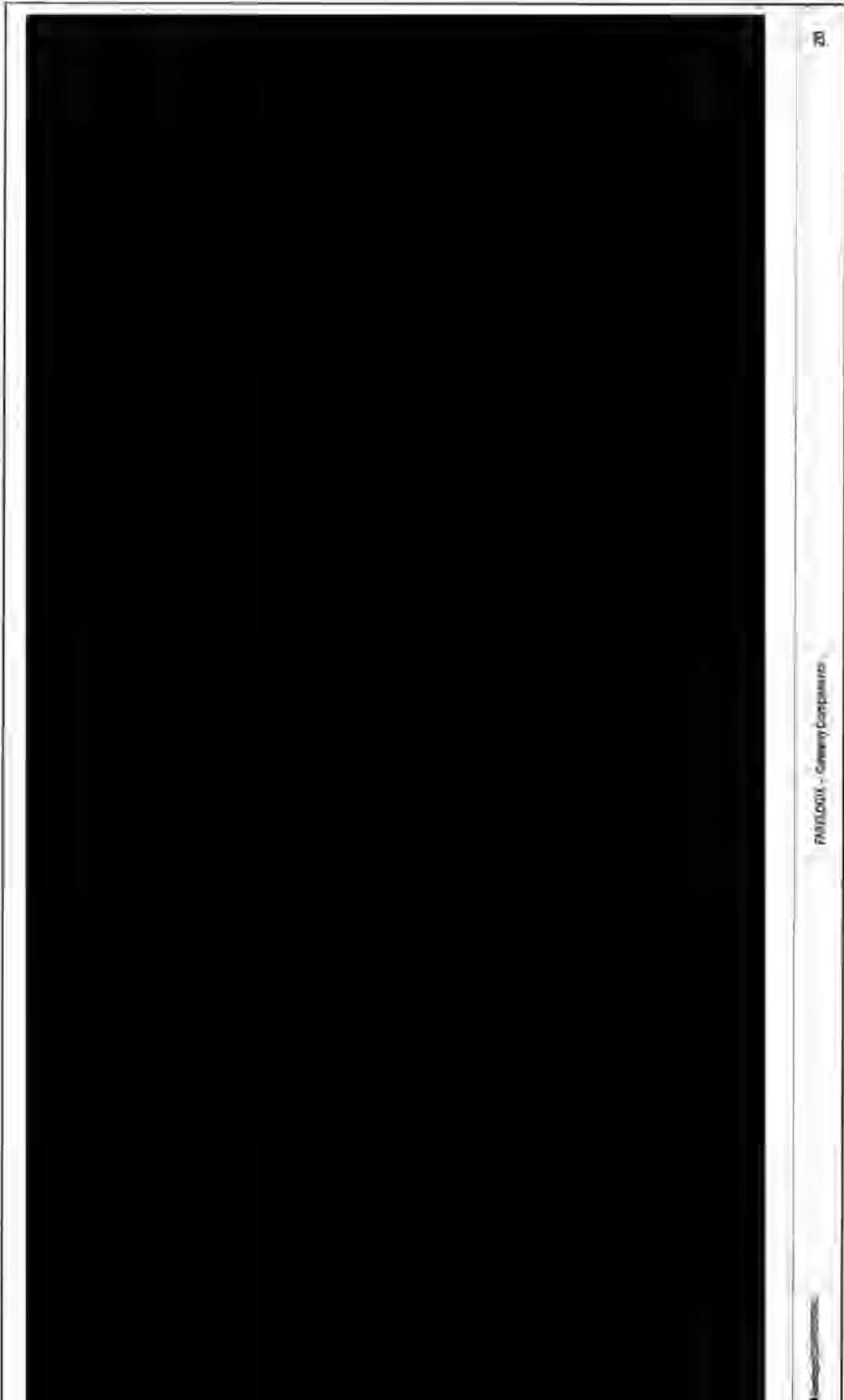
### More Revenue Happy Customers

- 1) NO LIMITS on what you can offer
- 2) Speed to Market for New Products
- 3) Cheaper existing offers in market
- 4) Existing FLX M customers report unparalleled results - UA had 30% revenue increase within first six months!

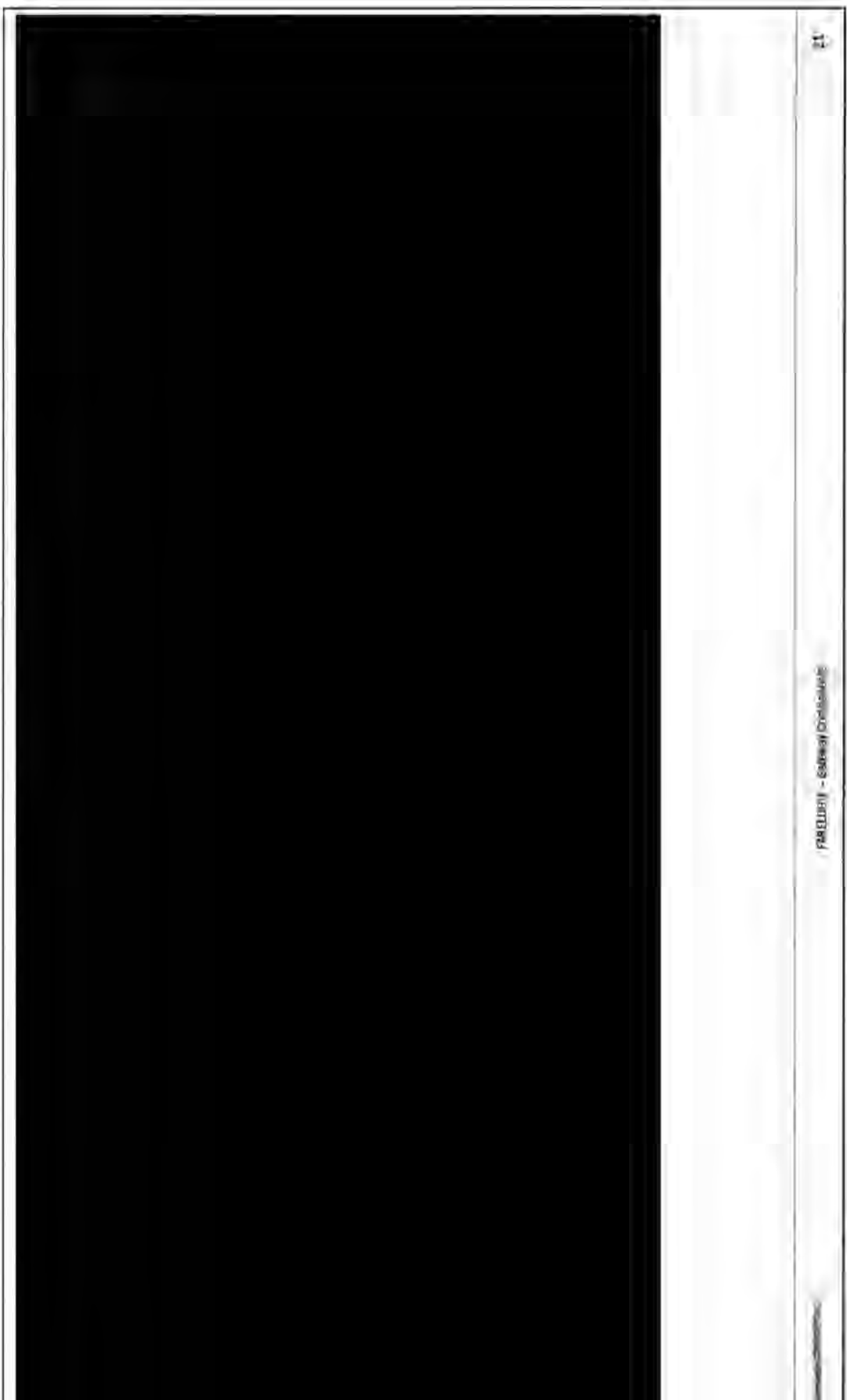
### Cost Savings

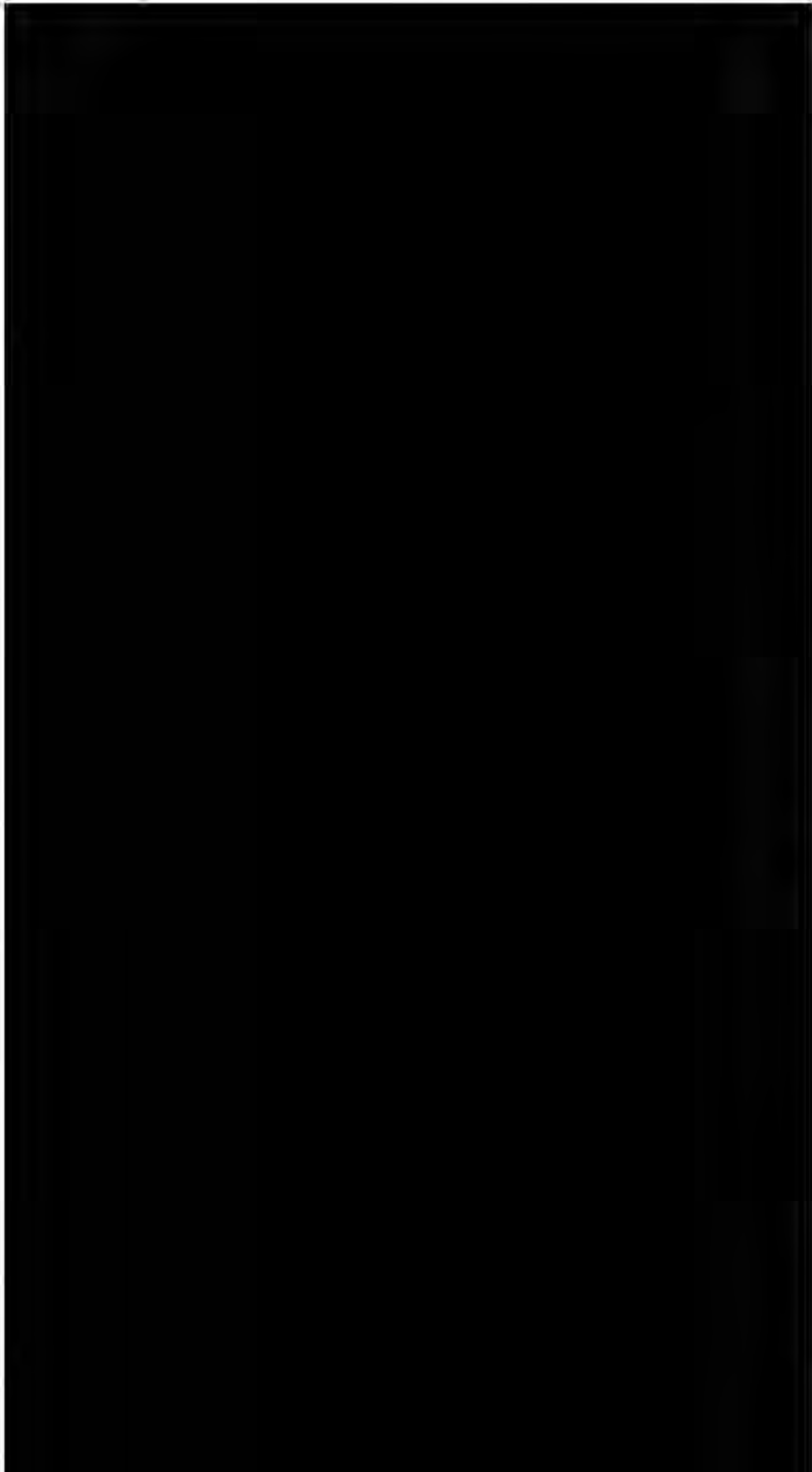
- 1) Eliminates the need to manage merchandising in each channel
- 2) Airline-leasing option with unlimited stability





PHILCOPI - Gemini Computers







FLX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (CHAMPAGNE SERVICE)

FARELOGIX

[View All](#) [Add to Cart](#) [Remove](#)

Optional purchase price in USD

[View Product](#)

**Champagne (Meot di Chandon Imperial) for a special occasion**

- Celebrate a special occasion on bottles.com. Enjoy the finest bottles.com anniversary, etc.
- 4 bottles of champagne can be purchased and will be delivered for this occasion.

**ZUMDIECKM - Select the service name and/or special information**  
 What's the occasion?  
 (see below)

**Champagne (Dom Perignon) for a special occasion**

- Celebrate a special occasion on bottles.com. Enjoy the finest bottles.com anniversary, etc.
- 4 bottles of champagne can be purchased and will be delivered for this occasion.

[View Product](#)

**Meot Chandon Imperial**



**ZUMDIECKM**  
 USD 180.00

[View Product](#)

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FARELOGIX – Gateway Components

USA



FLX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (CHAUFFEUR DRIVE DEPARTURE)

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Optional Services priced in USD

Duration: 01h 00min - 01h 00min | 01h 00min | 01h 00min

**Departure Chauffeur Drive for Dubai 102**

- Excludes all taxes, tolls and a FREE Chauffeur drive service from your UAE based home/motel to DAF airport.
- The service is intended to cater to all Business Class Customers.

**ZUMDIECK/M - Selected service needs additional information:**

Pick Up address:    
 Drop Off address:    
 Pick Up Time (K): 18:30

**Arrival Transfer by Boat or Car for Venice 03**

- Complimentary transfers are provided unless booked as part of a package by the destination of the service (Venice and departing airport less than 1 distance within 100 miles from Venice airport)

Estimated Chauffeur Drive Dubai



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# FLX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (CHAUFFEUR DRIVE ARRIVAL)

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Optional Services priced in USD

Emirates Chauffeur Drive for Dubai (M)

- Departure Chauffeur Drive for Dubai (M)
  - Emirates Airlines offer you a FREE Chauffeur drive service from our DME based home office to our airport.
  - This service is extended to our DME and Business Class members.

### Arrival Transfer by Boat or Car for Venice (M)

- Complimentary transfer service provided either by boat or by vehicle, at the discretion of the service provider and depending upon location and distance (within 100 miles from the Venice airport).

### ZUMDIECK/M - Selected services need additional information

Drop Off Address  
 SALES OFFICE BUREAU (M)

ZUMDIECK/M (Included)

ZUMDIECK/M (Included)

ZUMDIECK/M (Included)

### Boat or Car Linousine in Venice



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# FLX MERCHANDISE – CONFIGURING THE OFFER (SEATS)

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FLX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (PREMIUM SEATS)

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The screenshot displays a flight booking interface with a seat map. A pop-up menu is open, showing details for the 'Main Cabin Extra' seat. The menu includes the following information:

- 13C** (LARGE seat)
- Leg-space 68M
- Premium
- Privileges for this/selected
- Seat Option**
- EXTRA-LEG-ROOM
- TERMINY & POLYWSKI
- Instant Purchase
- USD 34.11

The seat map shows a grid of seats with various status indicators. The cabin layout includes rows 1 through 14 and columns A through F. The 'Main Cabin Extra' seat is highlighted in row 13, column C.

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FARELOGIX – Fareway Components



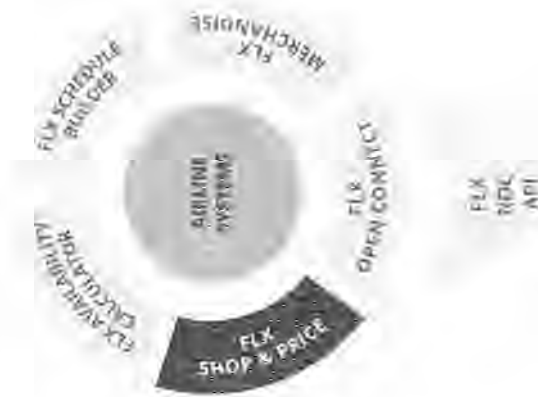


**Airline Commerce Gateway  
Component Overview**



**FLX SHOP AND PRICE – THE INDUSTRY’S ONLY SOLUTION FOR DYNAMIC, NDC-DRIVEN PRICING**

FARELOGIX



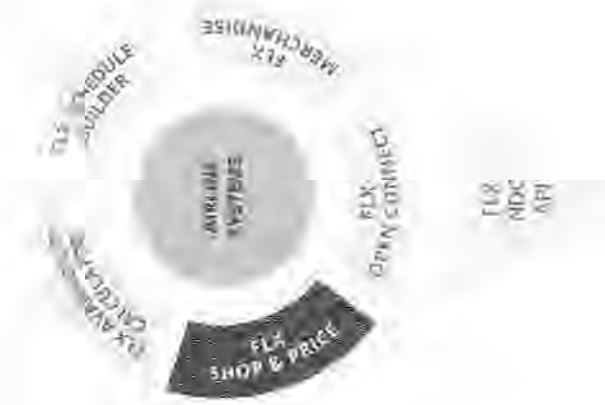
**FLX Shop & Price** provides airlines with a state-of-the-art airline shopping, offer, and pricing engine for comprehensive bundling of NDC aligned shoppers, offer creation, and rating requirements within the Gateway, including published fares from ATPCO, private fares, fare families, dynamic pricing, affinity and attribute shopping, merchandising and ancillary offers generated directly by the airline.

**FLX SWP** is the only solution capable of supporting a true "single source of truth" dynamic pricing model where the airline generates all offers using data only the airline has (e.g. CRM, FF, RM) – regardless of distribution channel or volume of search requests.



# FLX SHOP AND PRICE— FEATURE HIGHLIGHTS

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## FLX

- o NDC Shopping
- o Support for ATPCO (including Cat 31-35) and non-ATPCO lines
- o Branded fares
- o Dynamic pricing capabilities
- o Large date range shopping
- o Affinity shopping
- o Attribute shopping
- o Inventory and pricing lines using ATP 11/X2 and PFC
- o YQ/YR using ATP 51/52
- o DB Fees using ATP 54
- o Currency conversion using IATA Icen
- o IATA Fare Construction
- o Integrated rules engine for airline-defined business rules

www.farelogix.com

FARELOGIX - Airway Components

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# FLX SHOP AND PRICE - UNPARALLELED PERFORMANCE

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- Millisecond response times due to parallel in memory processing
- Linearly and economically scalable
- Lower cost of operations
- Unlimited time in-book, designed for high-volume MDC shopping
- Airline staff favorite option

# FLX SHOP AND PRICE- WHAT DOES IT GET YOU?

FARELOGIX



## Central

- Freedom to achieve (total Control) with NOC- Aligned Pricing
  - More Revenue Happy Customers
  - Any combination of ATPCO or Non-ATPCO for regional selected offers
  - Personalized offers and "right offer and right time" with no cache and no LTB limits
  - Robust searching (large data) with no limits
- Com Savings:
- NO LIMITS
  - Unlimited Scalability runs on commodity hardware

FARELOGIX - Selling Component

**Airline Commerce Gateway  
Component Overview**



**FLX**

Availability Calculator



## FLX AVAILABILITY CALCULATOR – FEATURE HIGHLIGHTS

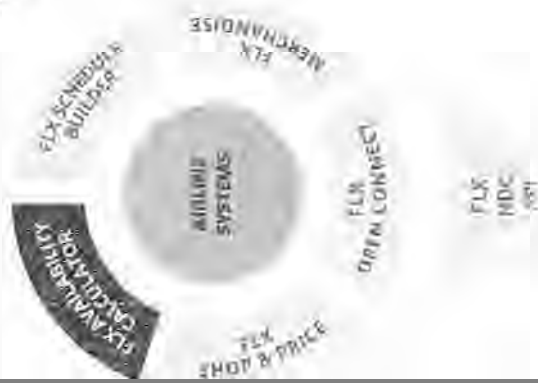
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- o High performance, high scalability solution that puts availability in full control of the airline without taxing the PSS and retaining full airline IP over its proprietary rules.
- o Opens the door to new revenue opportunities by presenting optimal search results including dynamic, personalized availability options, with customized query capabilities
- o Enables use of airline-owned business rules for availability management.
  - o Support for 0/1 economics controls, such as slices and dice as required for some markets (e.g. US Domestic)
  - o Supports flexible rules management including Availability Control based on rules/weighting and ranking.
- o Support for point of interest (Airlines) or merchanting driven (airline/air based) availability
- o Support for large data volume processing, e.g. overnight search
- o No caching – built through optimality (no data)
- o Airline's proprietary availability algorithm to maximize airline's access/codes/ITP
- o Runs on commodity hardware with unlimited scalability and airline self-hosting option.
- o Available as Main, Stand Alone, or as a Schedule Builder or an integrated solution with Farelogix Airline Commerce Gateway including IFE, Fuel and Price, FLX Merchandise modules

# FLX AVAILABILITY CALCULATOR – WHAT DOES IT GET YOU?

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## Control

- Freedom to achieve Total Content Control with less PSS dependence

## More Revenue Happy Customers

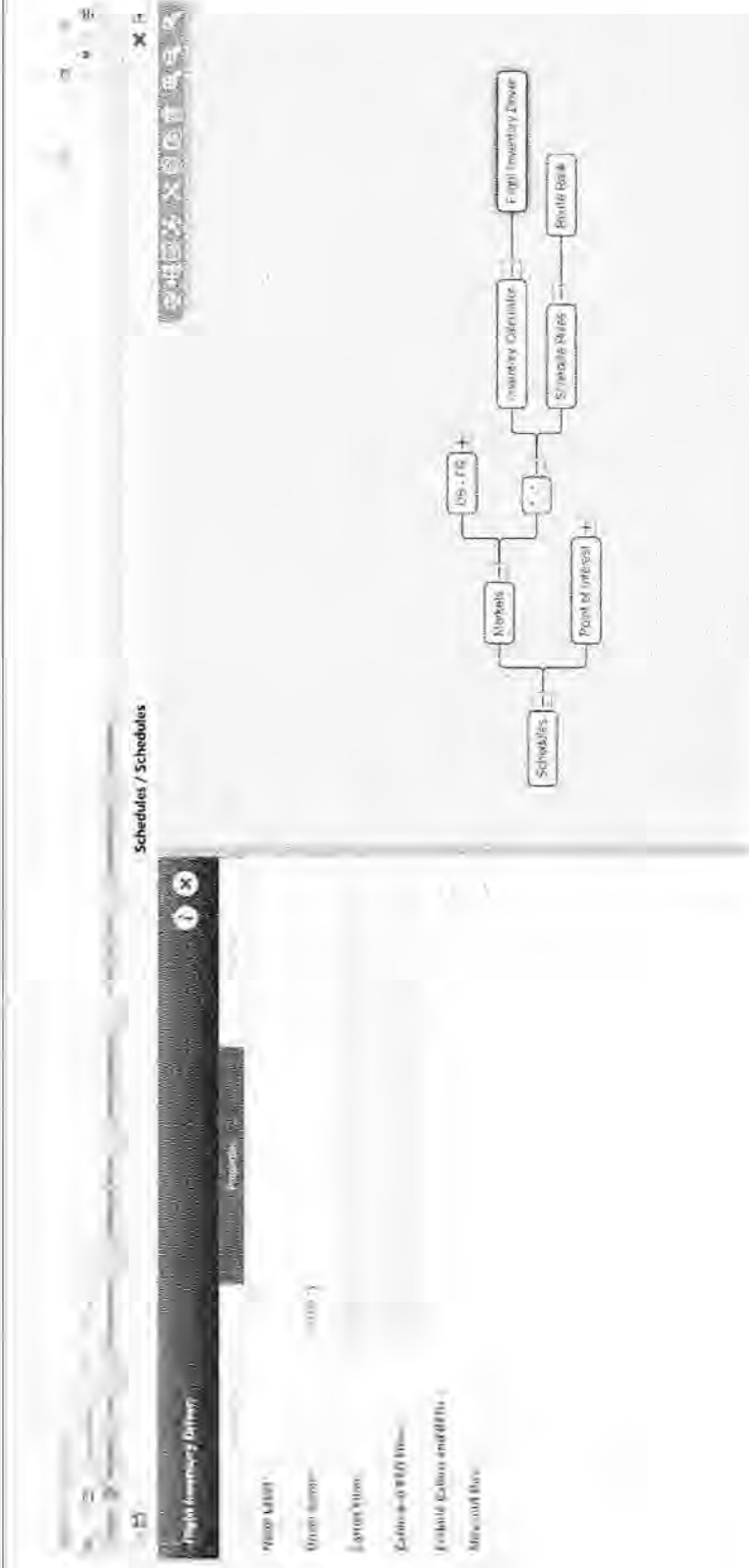
- Dynamic, Personalized Availability Search and other Role-driven Availability
- No limits – large data range, affinity scans
- Channel Optimization

## Cost Savings

- NO LIMITS!
- PSS Infrastructure Savings (millions of dollars)

# FLX AVAILABILITY CALCULATOR – RULES DEFINITION

FARELOGIX

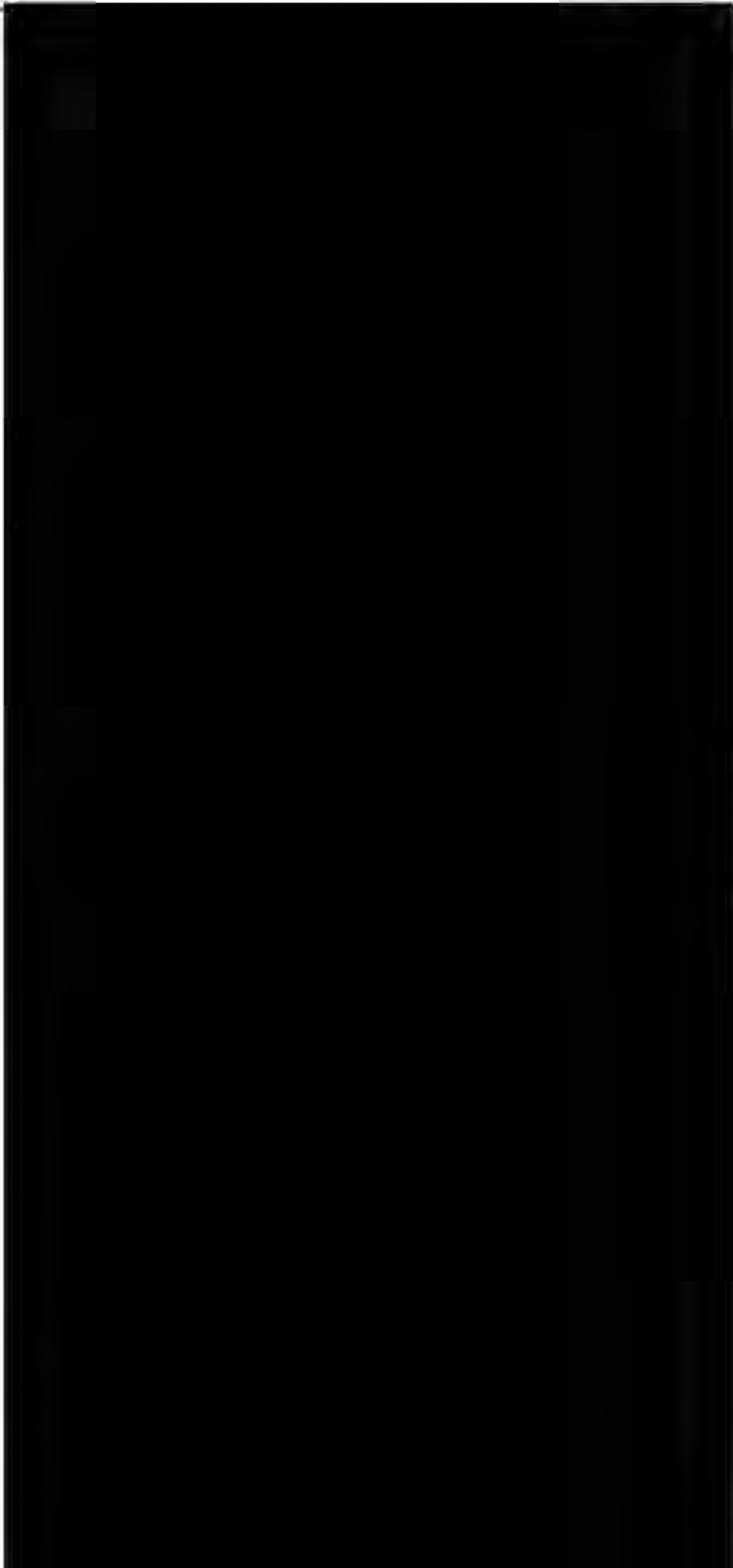


FARELOGIX

FARELOGIX – Gateway Components

FLX AVAILABILITY CALCULATOR - RULES DEFINITION

FARELOGIX

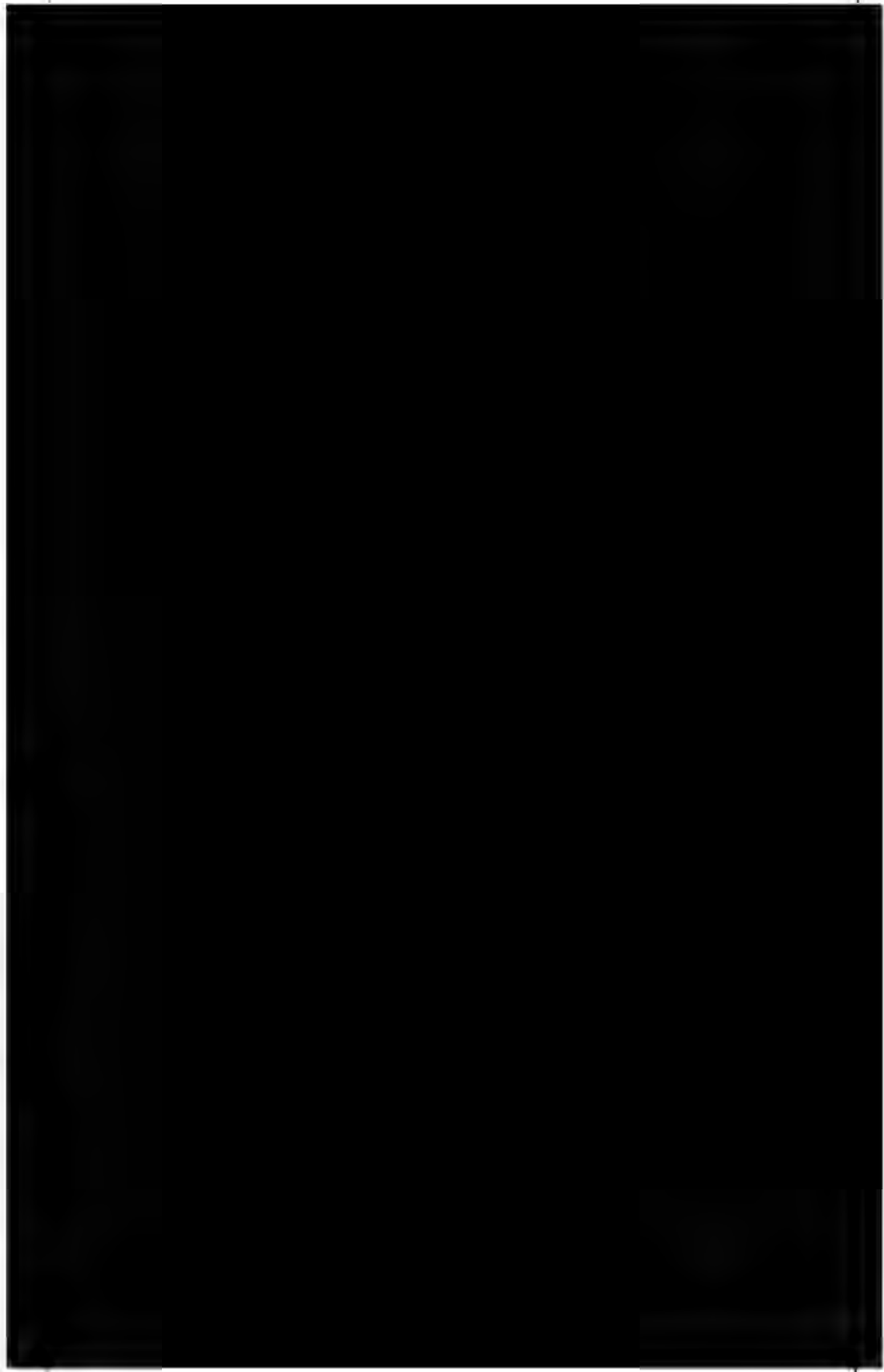


FARELOGIX - Salary Component



FLX INVENTORY SOLUTIONS – INTEGRATED FLOW

FARELOGIX



# Airline Commerce Gateway Component Overview



**FLX**

FLX is a leading provider of

airline commerce solutions

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## FLX SCHEDULE BUILDER – FEATURE HIGHLIGHTS

FARELOGIX



- o Lets control over schedule building exclusively in control of the airline, without losing the PSS by outsourcing to a third party (e.g. EDS)
- o Opens the door to new revenue opportunities for dynamic, personalized schedule building as well as optimizing most profitable connections and routes
- o Enables user of airline defined business rules for schedule building by OD
  - o Create adding routes using purpose-built proprietary Network Graph Algorithm
  - o Apply advanced combination of ranking and scoring as per airline business rules
  - o Define progressive solution building ensuring number of solutions as well as when to rank versus eliminate an option in the solution set
  - o Unlimited flexibility allowing capability to force solutions that may not normally be compliant by default
  - o Define rules around corporate and partners rights
- o Supports point of interest (ability to merchandise fares (attribute-based) schedule building)
- o Supports large scale merge processing
- o Runs on commodity hardware with unlimited scalability and airline self hosting option
- o Available as stand-alone need use in integrated with FLX Availability Calculator

FLX SCHEDULE BUILDER - RULES DEFINITION BY MARKET

FARELOGS



Market - Gateway (unpublished)

FLX SCHEDULE BUILDER – RULES DEFINITION EXAMPLES

RELEDCIGIX



CONFIDENTIAL

RELEDCIGIX - (Unlawful Classification)

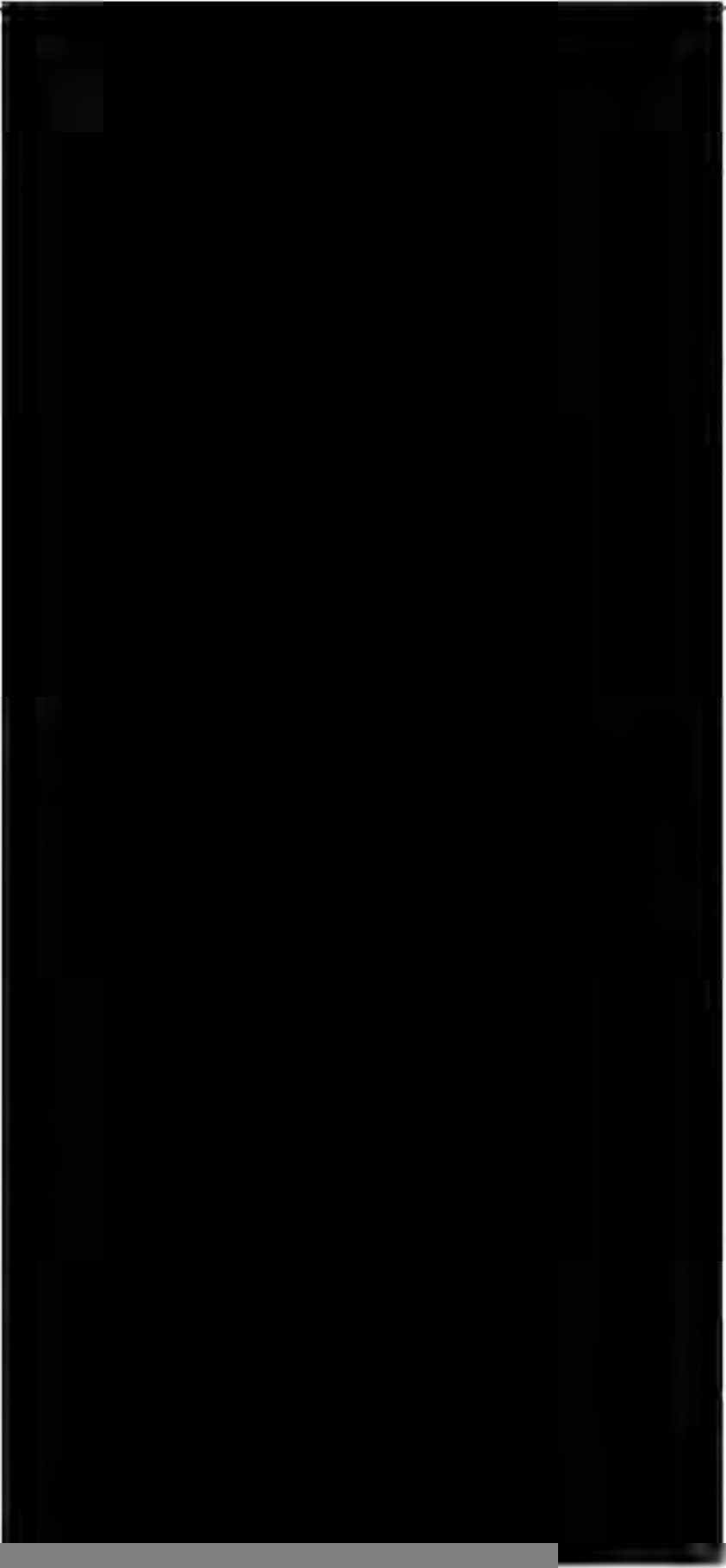
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SIX CONFIDENTIAL

FLX-000663987

FLX SCHEDULE BUILDER – RULES DEFINITION EXAMPLES

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FARELOGIX

FARELOGIX – Customer Comments

FLX SCHEDULE BUILDER – RULES DEFINITION EXAMPLES

FARELDSIX



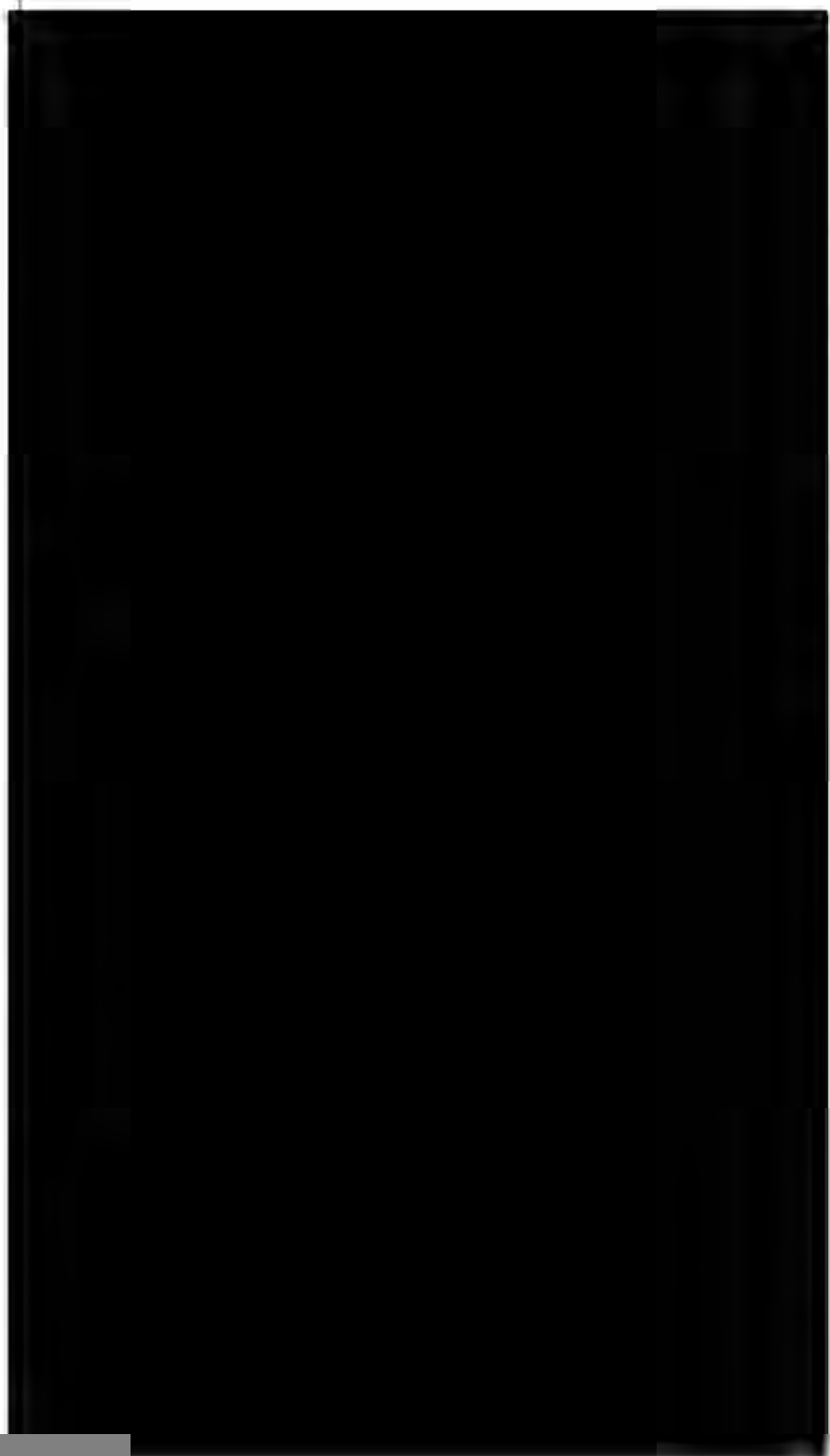
FARELDSIX

FARELDSIX - Gateway Computers

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FLX SCHEDULE BUILDER – RULES DEFINITION EXAMPLES

FARELOGIX





# FLX SCHEDULE BUILDER – WHAT DOES IT GET YOU?

FARELOG™



FLX  
MDC  
API

## Control

Freedom to achieve (for) Content Control with less PSS dependence

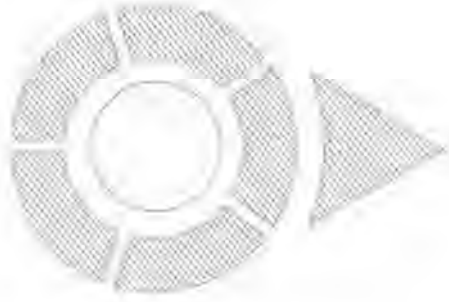
## More Revenue/Happy Customers



- 1. Personalized/Tailored Schedules
- 2. Channel Optimization
- 3. Which connections/routes are most profitable in what conditions (and build rules accordingly)

## Cost Savings

- 1. NO LIMITS
- 2. PSS Infrastructure Savings (millions!)

**Airline Commerce Gateway  
Architecture**

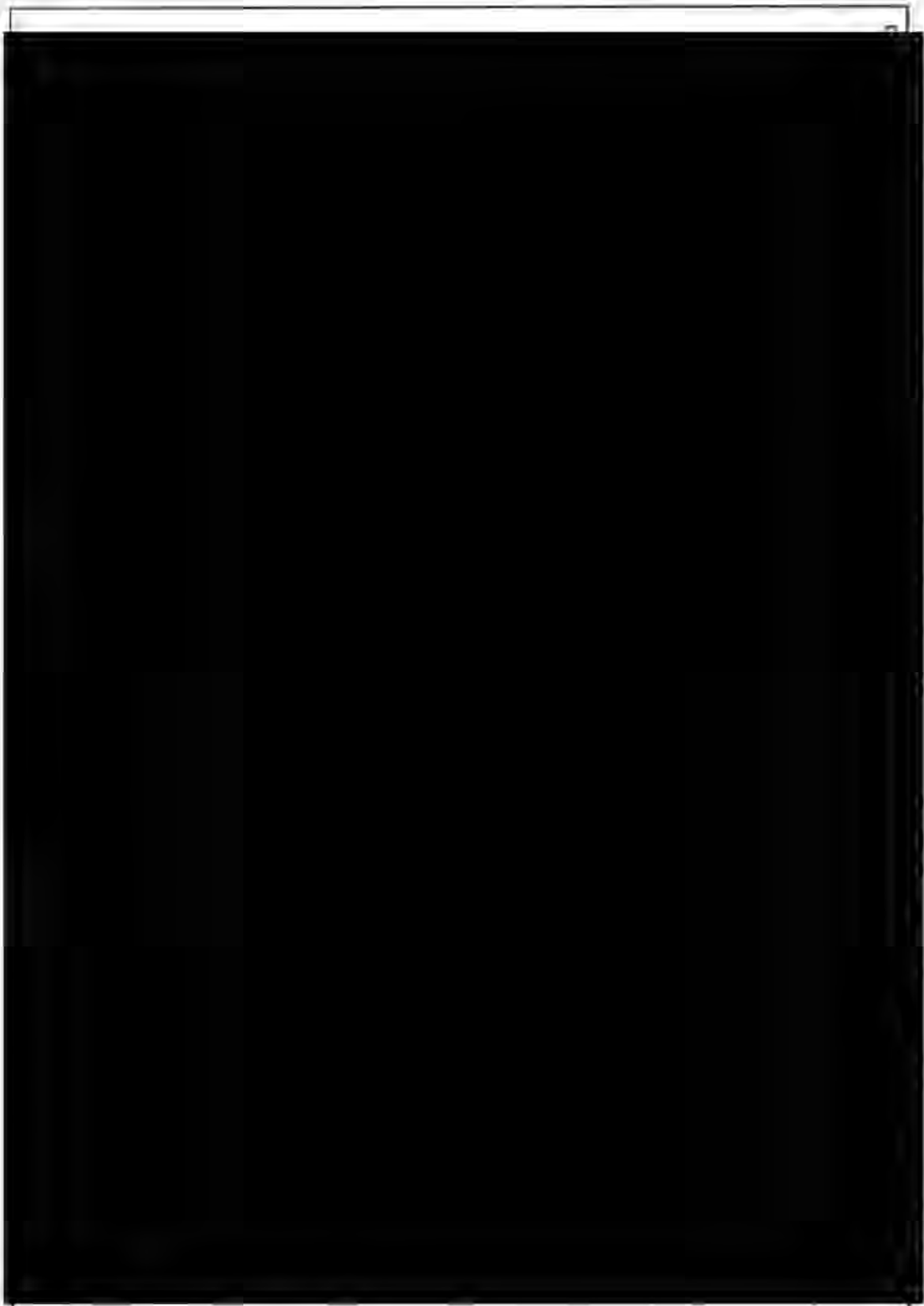


		<p>32</p>
<p>THE COMPLEXITY OF ARCHITECTURE</p>	<p>Architectural Design</p>	<p>33</p>



THE UNIVERSITY OF TEXAS AT AUSTIN  
COMMERCIAL ARCHITECTURE

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Thank You

**FARELOGIX AIRLINE COMMERCE GATEWAY**



**An Airline's Path to Total Content Control**





# Airline Commerce Gateway Component Overview





WE NAME --  
ARE WE HERE?





**AIRLINE NAME - SOLUTION COMPONENTS**

Recommended Solution Components:

- Open Connect with NDC API (Tier X)
- FLX Merchandise (Tier X)
- FLX Shop & Price (Tier X)
- FLX Availability Calculator (Tier X)
- FLX Schedule Builder (Tier X)



**FARELOGIX AIRLINE  
COMMERCE GATEWAY**



**An Airline's Path to  
Total Content Control**







## FLX AIRLINE COMMERCE GATEWAY IS POWERED BY 6 INTEROPERABLE COMPONENTS

FARELOGIX



OPEN CONNECT

PSS-agnostic direct connect connectivity with full orchestration for Offer and Order Management, Ticketing, ARC/BSP and more

FLX NDC API

Robust delivery of an NDC API – The airline's "Single Source of Truth" – delivering the airline's full suite of content to any/all sales channels

FLX MERCHANDISE

Airline-controlled merchandising and rules engine with unlimited flexibility for custom-tailored offers

FLX SHOP & PRICE

Shopping, offer and pricing engine designed for high volume, personalized NDC-aligned offers

FLX AVAILABILITY CALCULATOR

High performance solution for airline-controlled availability calculation without taxing airline systems or the PSS

FLX SCHEDULE BUILDER

Airline-controlled dynamic schedule building with unparalleled response time, scalability, and flexibility

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FLX Airline Commerce Gateway Components

# Airline Commerce Gateway Component Overview



**FLX**  
Open Connect



**FLX**  
NDC API



**FLX OPEN CONNECT AND NDC API**

**TOTAL CONTENT CONTROL WITH LOWEST COST OF OWNERSHIP**



- Futureproof connectivity into any airline reservation system
- Comprehensive NDC Offer and Order Management
- Airline's NDC API – single source of truth to feed any or all channels
- Robust Orchestration of all required workflows, systems integration and supporting services e.g. ticketing, ARC/BSP channel management, and more
- SPRK agency user interface included (optional)

FLX OPEN CONNECT - FUTURE PROOF CONNECTIVITY



The **FLX Open Connect** allows users to make and manage bookings and reservations out of the Airline Reservation System without any third-party intervention while using whatever type of messaging protocol is required (e.g., EDIFACT, OTA, XML, GDS, or proprietary).

All content is standardized and normalized in XML.

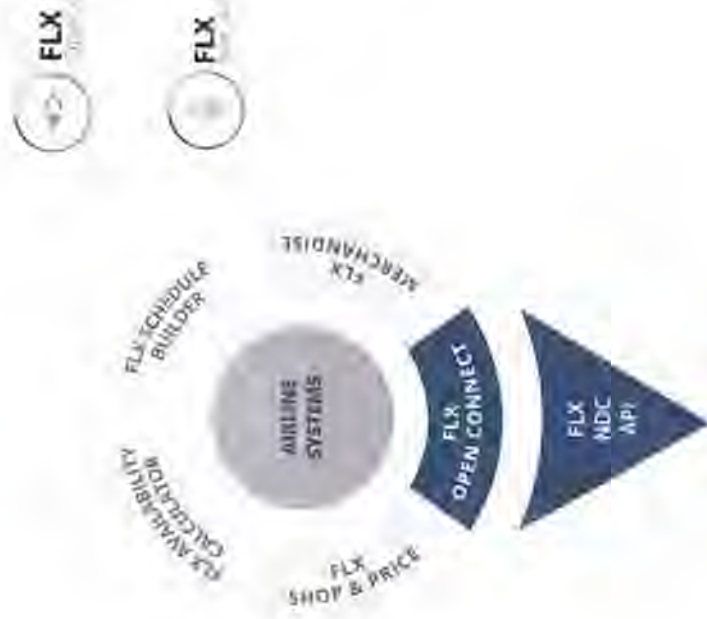
The FLX Open Connect delivers future proof "PSS-agnostic" connectivity that is unparalleled in the industry.

Farelogix is already connected to and compatible with the following PSS/Airline Host systems: **Amadeus Altea, Sabre Multi-Host, Worldspan, Air4, HP Shares, HP Atraxis, IBM RES III, Mercator/Mars, & Navitaire.**



## FLX DIRECT CONNECT - OFFER AND ORDER MANAGEMENT

FARELOGIX



### Offer Management

- Shopping
- Bundled Fares and A-La-Carte Merchandising
- Pricing
- Availability and Schedules
- Web services for profile integration for full "traveler-authenticated shopping" consistent with IATA NDC
- Web services for additional ancillary services integration and/or other custom content/functionality

### Order Management

- Reservation Placement and Management
- Seat Assignment/Merchandising/Change
- Ticketing / Exchange / Refund / Void / EMD
- Interline Management
- Settlement and Reporting (ARC, BSP, TCN, BIDT, direct settlement, IATA web link, custom)

FARELOGIX - Airline Connectivity





# FLX OPEN CONNECT - DUAL LEVELS OF ORCHESTRATION AND SUPPORT

FARELOGIX



FLX  
MERCHAN



FLX  
OPEN CONNECT



FLX



### Reservation System/Internal Airline Systems

- PSS Integration and Maintenance (any PSS or client in new PSS)
- Airline System Integration (ERP, CRM, RM, DCX, Loyalty, Inventory, Payment, Billing)
- Pricing and Merchandising Integration (Airline Shopping or Merchandising via FLX, ATPCO)
- Reporting, Settlement, Reconciliation (Ticket Stock Allocation, ABC, DSP, TCM, RET, HOT reports)

### NDC API/External Orchestration

- Channel-Specific Configurations (Distribution Management)
- API Configuration & Maintenance (Enhancements, Schema, NDC Alignment)
- 3<sup>rd</sup> Party Developer Support Program for Airline NDC API
- SPRK User Interface Configuration, Training and Second Level Support
- 24/7 Help desk



### Hosting and Infrastructure

- Cloud, Multi-site, fully redundant hosting options
- Airline self-hosting

FLX

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FARELOGIX - Gateway Components

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## FLX OPEN CONNECT – SPRK AGENT USER INTERFACE



### SPRK AGENT USER INTERFACE

- Web-based travel-selling platform used by thousands of agencies around the world
- SPRK provides travel counselors with a tremendous amount of airline content and optionality, including full integration with airline Open Connects and NDC API
- The system is flexible, intuitive, customizable and highly scalable
- Maintenance and support is included with FLX Open Connect
- SPRK is in production with over 3000 agencies in over 50 countries



## FLX PERFORMANCE AND NEW API – WHAT DO THEY GET YOU?



Farelogix is the only provider in the marketplace delivering NDC offer and order management with production-proven, PSS-agnostic connectivity, comprehensive functionality, orchestration and support – all fully under the airline's control.

### Control

- Full control over distribution and channel management, with less dependency on GDS/PSS
- Single source of truth (NDC API)

### More Revenue Happy Customers

- Channel Optimization
- Feed differentiated content to any and all channels including GDS pass-thru
- Speed to market for new products

### Cost Savings

- Lower Total Cost of Ownership due to futureproof/PSS-agnostic technology and included orchestration, API maintenance and support services
- Distribution /GDS Fees (bypass model)
- GDS /PSS Leverage

FLX OPEN CONNECT AND NDC API - EXAMPLES

PARALELOGIX



**American Airlines**

- Differentiated content delivered to Priceline, Orbitz and other global OTAs
- GDS pass-through in production with Sabre and Amadeus
- Leading producer of EMDs in US market

**Emirates**

- Delivery of differentiated content via direct connect strategy and SPRK agent point of sale
- Chauffeur Drive, Dubai Stop-over, visa service, fare brands and other value-added offerings
- Over 2,500 agencies in over 50 countries
- BSP and Non-IATA agencies

**Lufthansa Group**

- Direct connect strategy across entire group (Austrian, Brussels, Swiss, Lufthansa, Eurowings)
- In production with large TMCs, OTAs and consolidators
- Dramatically greater control over distribution strategy and costs

PARALELOGIX | Customer Connections

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Airline Commerce Gateway  
Component Overview



**FLX**  
Merchandise



FAST, FLEXIBLE AND FUTURE PROOF AIRLINE-CONTROLLED MERCHANDISING

FARELOGIX



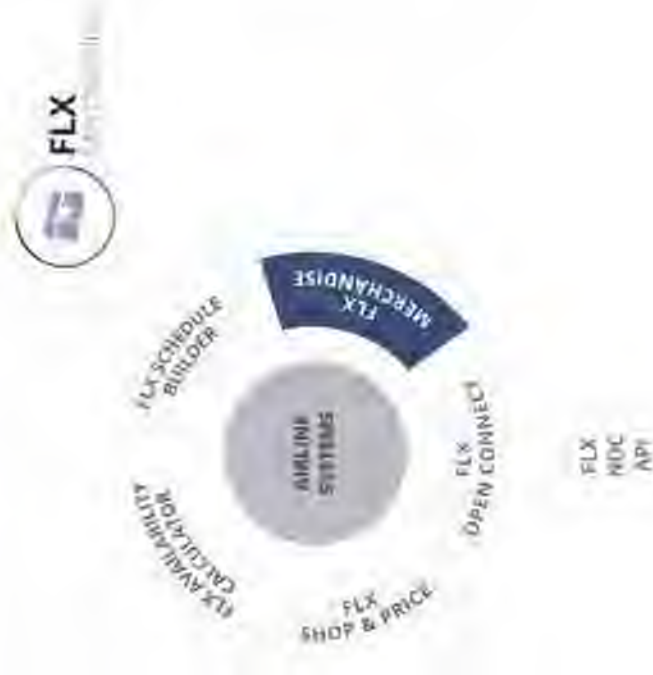
**FLX Merchandise** -- delivered as an Enterprise or cloud-based solution -- enables airlines to custom-tailor product and service offers for dynamic retail across multiple sales channels, including airline.com, check-in kiosks, call centers, and travel agencies (direct or via GDS).

**FLX Merchandise** supports the full spectrum of merchandising and retailing, including bundles, a la carte, rewards, and redemption.

**FLX Merchandise**, when deployed as an Enterprise version is also a powerful developer tool fully integrated into an airlines' proprietary technology stack and can be utilized for many commerce and operation applications

## FLX MERCHANDISING – UNLIMITED FLEXIBILITY FOR CREATING THE BEST OFFER

FARELOGIX



**FLX Merchandise (FLX M) supports virtually unlimited options in terms of personalization or customization of the merchandising offer including by:**

- Pricing/Market/market grid
- Seasonality
- Corporation
- Traveler ID
- Traveler loyalty status/FFP/tier restriction
- Flight status
- Load factor
- Any other flight/date related rules or restrictions (O&D, length of flight, segment, departure airport, cabin, fare type, fare basis code, booking class or RBD, PTC, travel period, sale period, days before departure, blackout periods, POS, directional restrictions, advance purchase, journey type and much more)
- Seat attribute (type, location, etc.)
- Equipment type
- Discount or promo
- Event
- Zones (industry or airline-defined)
- Industry-standard defined passenger attributes
- Other airline-defined parameters, trip or passenger attributes

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FLX M BUNDLE - ADDITIONAL FEATURES



FLX:  
NDC  
API

**FLX M Baggage Engine**

- Integrated baggage engine (online/interline)
- Calculates baggage allowance and fee information for hundreds of the world's airlines with full compliance to IATA Resolution 302 and rulings of the United States Department of Transportation
- Baggage data can be entered directly into FLX M (if users can submit entries by using regular updates from the Airline Tariff Publishing Company (ATPCO: 55 and 57)

**FLX M Post-Booking Offer Engine**

- Farm airline PNRs for applicable post booking offers (uses FLX Open Connect for PSS Connectivity)
- Send offer emails to their customers
- Provide an airline styled web landing page (including responsive for mobile web) to orchestrate the ancillary fulfillment
- Generate a confirmation email to airline customer



FARELOGIX  
**ADDITIONAL FEATURES (Continued)**



FLX  
 NDC  
 API

**FLX M Inventory Module**

- Off-PSS management of premium seats or other items
- Supports priced premium seat availability at time of shop
- Personalized pricing by any number of airline-defined parameters

**FLX M Loyalty Module**

- Custom rules for earning and burning
- Personalized "build your own loyalty"

**FLX M Corporate Rewards**

- Integrated rewards database for small/medium corporate loyalty programs
- Redemption and rewards calculation

## FLX MERCHANDISING - WHAT DOES IT GET YOU?

FARELOGIX



### Control

- Full control over your biggest asset - the Offer!
- Intuitive User Interface for roles-based offer and rules definition

### More Revenue Happy Customers

- NO LIMITS on what you can offer
- Speed to Market for New Products
- Change existing offers in minutes
- Existing FLX-M customers report unparalleled results - UA had 30% revenue increase within first six months!

### Cost Savings

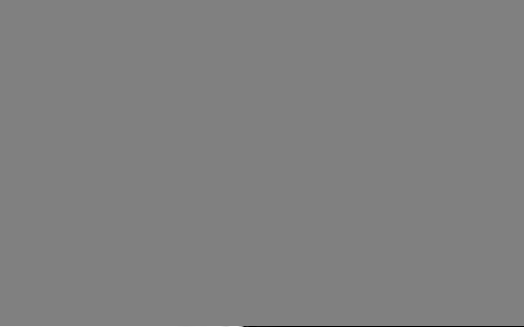
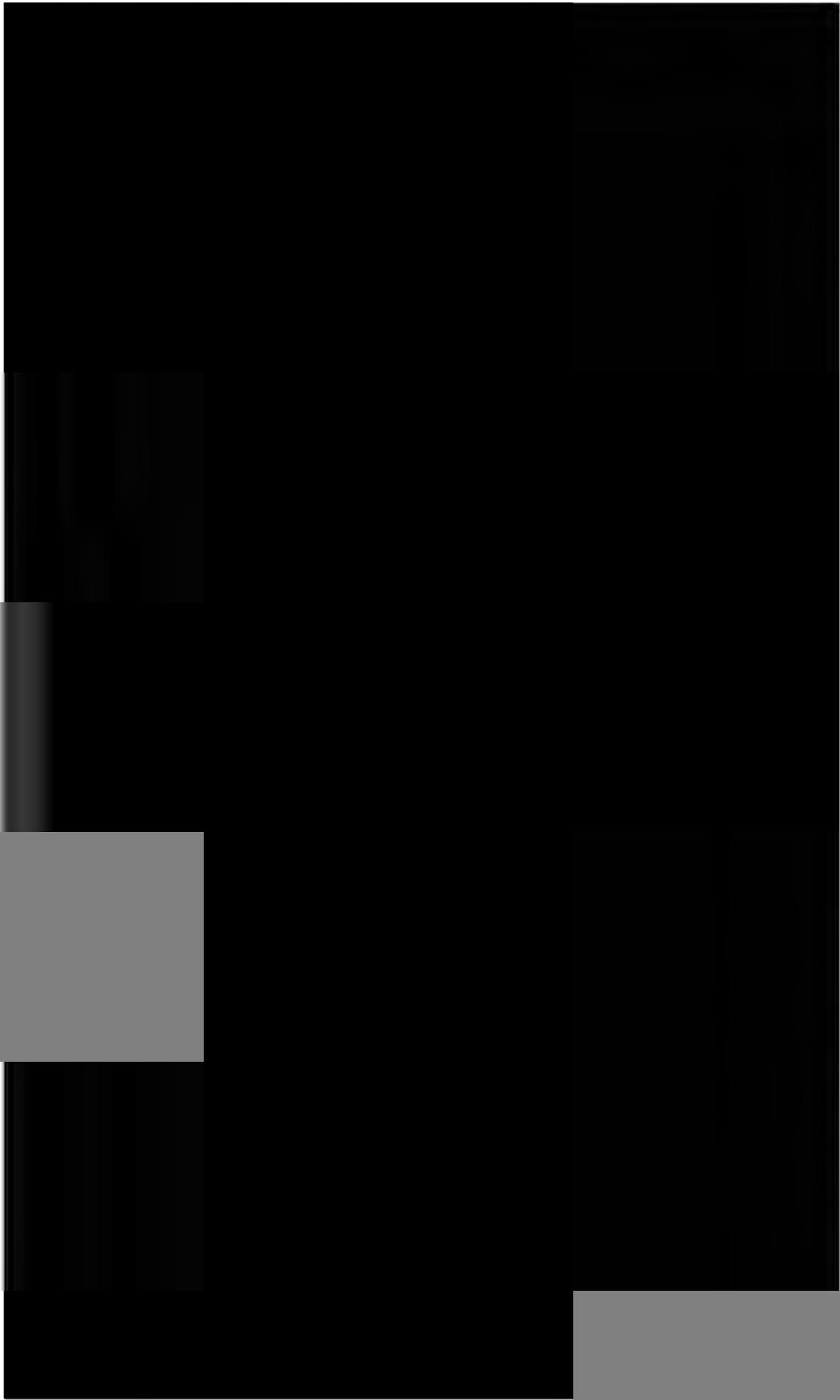
- Eliminate the need to manage merchandising in each channel
- Airline-hosting option with unlimited scalability

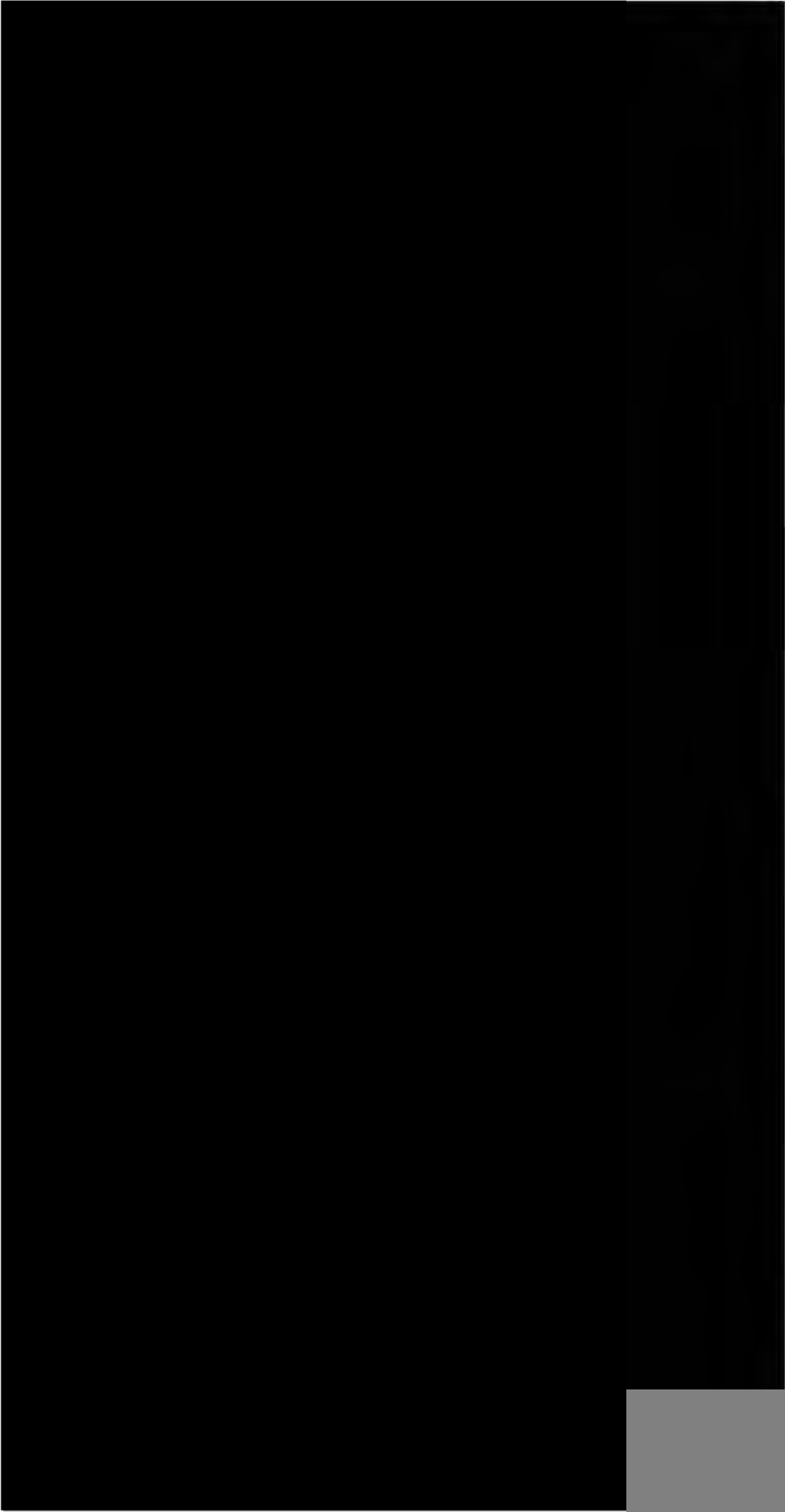
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FARELOGIX - Gateway Connections

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FLX-000663960





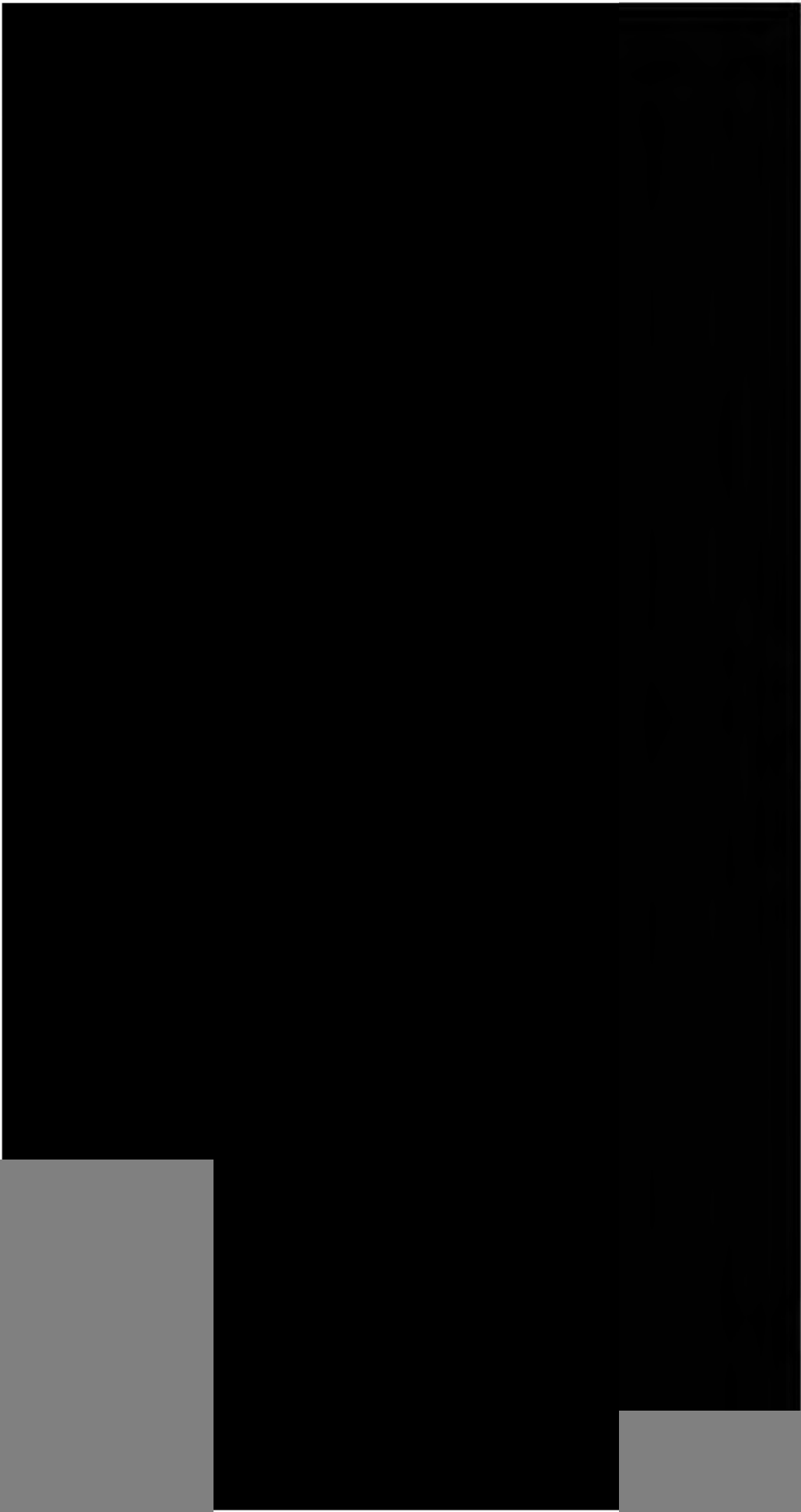
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RELOGIX Gateway Component

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FLX-000663962



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FARELOGIX - Gateway Components

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FLX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (CHAMPAGNE SERVICE)

FARELOGIX

Fare for selected flights

Optional Services priced in USD

**Options (on flight EY 204 New York - Doha)**

**Champagne (Moët & Chandon Imperial) for a special occasion**

- Celebrate a special occasion on board your Emirates flight (birthdays, anniversaries, etc.).
- A bottle of champagne can be pre-ordered and will be served for this occasion.

**ZUMBIECK/M** - Selected service needs additional information.  
What's the occasion?  
Party's birthday

**Champagne (Dom Perignon) for a special occasion**

- Celebrate a special occasion on board your Emirates flight (birthdays, anniversaries, etc.).
- A bottle of champagne can be pre-ordered and will be served for this occasion.

Continue

Cancel

**MOËT & CHANDON IMPERIAL** USD \$55.00

**MOËT & CHANDON IMPERIAL** USD \$60.00



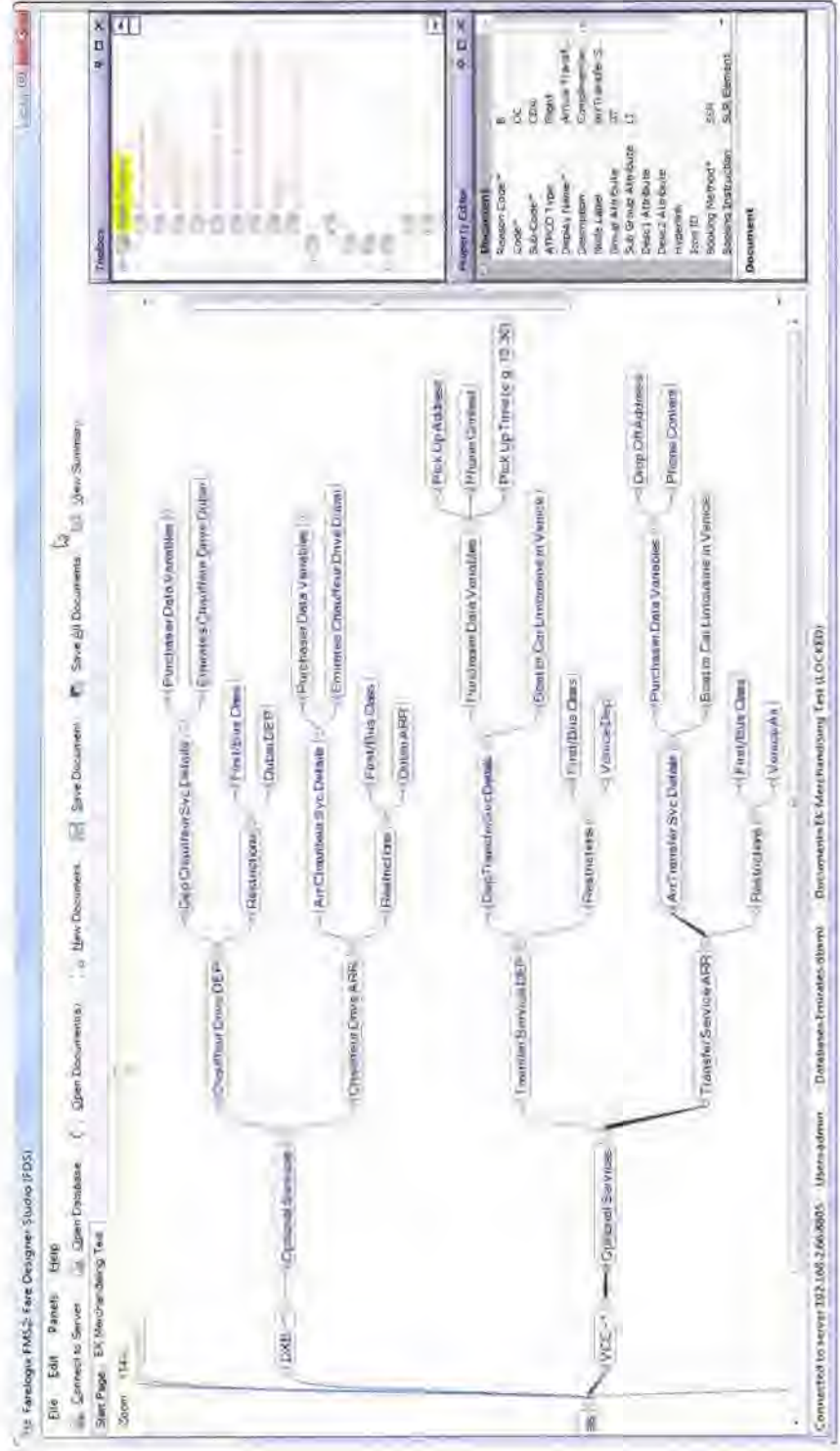
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FARELOGIX – Gateway Components

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# FLX MERCHANDISE – CONFIGURING THE OFFER (CHAUFFEUR DRIVE SERVICE)





## FLX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (CHAUFFEUR DRIVE DEPARTURE)

### Optional Services priced in USD

Options for flight EK 435 from COB - VCE

#### Departure Chauffeur Drive for Dubai 089

- Emirates Airlines offers you a FREE Chauffeur drive service from your UAE based home/hotel to DXB airport.
- This service is extended to our First and Business Class customers.

#### ZUMDIECK/M - Selected service needs additional information

Pick Up Address:

5 Madinat Alsheikh Zayed Road

Pick Up Time (e.g. 18:30)

20:50

Phone Contact:

+97 2998 30670

RESIDY ZUMDIECK/M  
Included

#### Emirates Chauffeur Drive Dubai



#### Arrival Transfer by Boat or Car for Venice 089

- Complimentary transfers are provided either by motor boat or by vehicle, at the discretion of the service provider and depending upon location / distance (within 100 driven km of Venice Airport)

### THE MERCHANDISE - THE OFFER SENT TO A POINT OF SALE (CHAUFFEUR DRIVE ARRIVAL)

Optional Services priced in USD

Options for (VENICE) (33 from 000) (ICE)

**Departure Chauffeur Drive for Dubai**

- Emirates Airlines offers you a FREE Chauffeur drive service from your UAE based home/hotel to DXB airport.
- This service is extended to our First and Business Class customers.

**Arrival Transfer by Boat or Car for Venice**

- Complimentary transfers are provided either by motor boat or by vehicle, at the discretion of the service provider and depending upon location distance (within 100 driven kms of Venice Airport)

**ZUMDIECK/M - Selected service needs additional information.**  
 Drop Off Address: JUAN DESIMONTE (PLACE H) Phone Contact: +3773430767

ZUMDIECK/M - Included

REIDY ZUMDIECK/K - Included

REIDY ZUMDIECK/K - Included

REIDY ZUMDIECK/K - Included

**Boat or Car Limousine in Venice**




# FLX MERCHANDISE – CONFIGURING THE OFFER (SEATS)

FARELOGIX

The screenshot shows the FARELOGIX software interface for configuring an offer. The main window displays a hierarchical tree structure for 'Offer' configuration. The 'Offer' section is expanded, showing a list of offer types and their respective parameters. The 'Offer Conditions' section is expanded, showing a list of conditions and their respective parameters. The 'Offer Rules' section is expanded, showing a list of rules with their respective conditions and actions. The 'Offer Defaults' section is expanded, showing a list of default values for various parameters. The 'Offer' section is expanded, showing a list of offer types and their respective parameters. The 'Offer Conditions' section is expanded, showing a list of conditions and their respective parameters. The 'Offer Rules' section is expanded, showing a list of rules with their respective conditions and actions. The 'Offer Defaults' section is expanded, showing a list of default values for various parameters.

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FARELOGIX Gateway Components



FIX MERCHANDISE – THE OFFER SENT TO A POINT OF SALE (PREMIUM SEATS)

FARELOGIX

Seats

LAV-LAS BA 1327

321 (previous inventory #021) - Economy Class

11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

F E D C B A

11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36

F E D C B A

Types

JEREMY R GIGOWSKI

Submit Cancel

Main Cabin Extra  
Instant Purchase  
+USD 32.11

13C-Angle seat  
• Leg space seat  
• Premium  
• Facilities for Handicapped  
Seat Option:  
• EXTRA-LEG-ROOM

JEREMY R GIGOWSKI

Seats Column

FARELOGIX

FARELOGIX – Gateway Components

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# Airline Commerce Gateway Component Overview





# FLX S&P AND PRICE – THE INDUSTRY’S ONLY SOLUTION FOR DYNAMIC, NDC-DRIVEN PRICING

FARELOGIX



**FLX Shop & Price** provides airlines with a state-of-the-art airline shopping, offer, and pricing engine for comprehensive handling of NDC aligned shopping, offer creation, and pricing requirements within the Gateway, including published fares from ATPCO, private fares, fare families, dynamic pricing, affinity and attribute shopping, merchandising and ancillary offers generated directly by the airline.

*FLX S&P is the only solution capable of supporting a true "single source of truth" dynamic pricing model where the airline generates all offers using data only the airline has (e.g. CRM, FE, RM) – regardless of distribution channel or volume of search requests.*



## FLX SHOP AND PRICE - FEATURE HIGHLIGHTS



- NDC Shopping
- Support for NDC (including Cat 3 (-33) and non-ATPEC) fares
- Branded fares
- Dynamic pricing capabilities
- Large date range shopping
- Affinity shopping
- Attribute shopping
- Itinerary and service fares using ATP X1/Y/E and PFC
- YQ/YR using ATP S1/S2
- OB-Fees using ATP S4
- Currency conversion using IATA 'ICER'
- IATA Fare Construction
- Integrated rules engine for airline-defined business rules

Relex | [www.relex.com](http://www.relex.com)

FAIRLORDIX - Gateway Components

## FLX SHOP AND PRICE- UNPARALLELED PERFORMANCE



- Millisecond response time due to patent in memory processing
- Linearly and economically scalable
- Lower cost of operations
- Unlimited look-to-back, designed for high-volume NDC shopping
- Airline self-hosting option

## EXHIBIT AND TABLE WHAT DOES IT GET YOU?



### Control

- Freedom to achieve Total Content Control with NDC-Aligned Pricing
- More Revenue Happy Customers**
  - Any combination of ATPCO or Non-ATPCO (or hybrid) priced offers
  - Personalized offers and "right offer and right time" with no cache and no LTB limit
  - Robust searching (large date ranges) with no limits.

### Cost Savings

- NO LIMITS!**
- Unlimited scalability runs on commodity hardware

Airline Commerce Gateway  
Component Overview



**FLX**  
Availability Calculator



## FLX AVAILABILITY CALCULATION - FEATURE HIGHLIGHTS

FARELOGIX®



- High performance, high scalability solution that puts availability in full control of the airline, without taxing the PSS and retaining full airline IP over its proprietary rules
- Opens the door to new revenue opportunities by presenting optimal search results including dynamic, personalized availability search, with unlimited query capabilities
- Enables use of airline-defined business rules for availability management
  - Support for OD and Journey controls, as well as slice-and-dice as required for some markets (e.g. US Domestic)
  - Supports flexible rules management including Availability Count based on robust weighting and ranking
- Support for point of interest (affinity) or merchandising-driven (attribute-based) availability
- Support for large date range processing, e.g. calendar search
- No caching – build the offer dynamically in real time!
- Airline's proprietary availability algorithm remains airline's source code/IP**
- Runs on commodity hardware with unlimited scalability and airline self-hosting option
- Available as stand-alone (includes FLX Schedule Builder) or as integrated solution with Farelogix Airline Commerce Gateway including FLX Shop and Price, FLX Merchandise modules

# FLX AVAILABILITY CALCULATOR – WHAT DOES IT GET YOU?



## Control

Freedom to achieve Total Content Control with less PSS dependence

## More Revenue Happy Customers

- Dynamic Personalized Availability Search and other Rules-driven Availability
- No limits – large date range, affinity search
- Channel Optimization

## Cost Savings

- NO LIMITS!
- PSS Infrastructure Savings (millions of dollars)



# FLX AVAILABILITY CALCULATOR – RULES DEFINITION

FARELOGIX

**Flight Inventory Driver:**

- Node Label
- Driver Name\* 940REQ
- Carrier Filter
- Cabin and RBD Filter
- Exclude Cabins and RBDs
- Slice and Dice

**Schedules / Schedules**

- Schedules
  - Markets
    - US - FR
  - Port of Interest
  - Inventory Calculator
    - Schedule Rules
      - Route Rank
        - Flight Inventory Driver

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FARELOGIX – Gateway Component

THE AVAILABILITY CALCULATOR – RIA FOR PROPOSITION



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FARELOGIX – Gateway Components



FLUORVENTRY SOLUTIONS - INTEGRATED TEAM

FLUORVENTRY



Airline Commerce Gateway  
Component Overview



**FLX**  
Schedule Builder



## FLX SCHEDULE BUILDER - FEATURE HIGHLIGHTS

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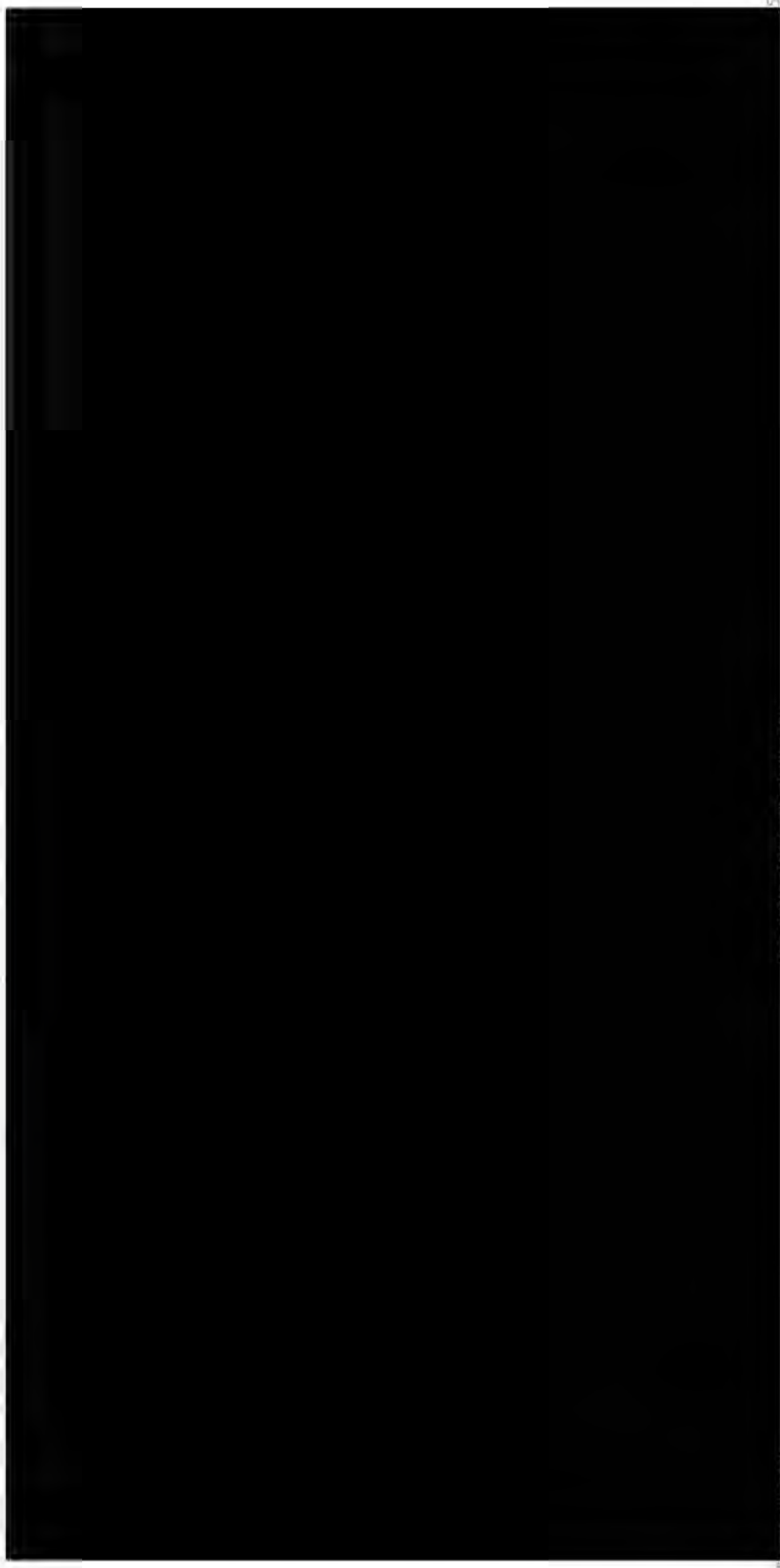
**FLX**

Schedule Builder

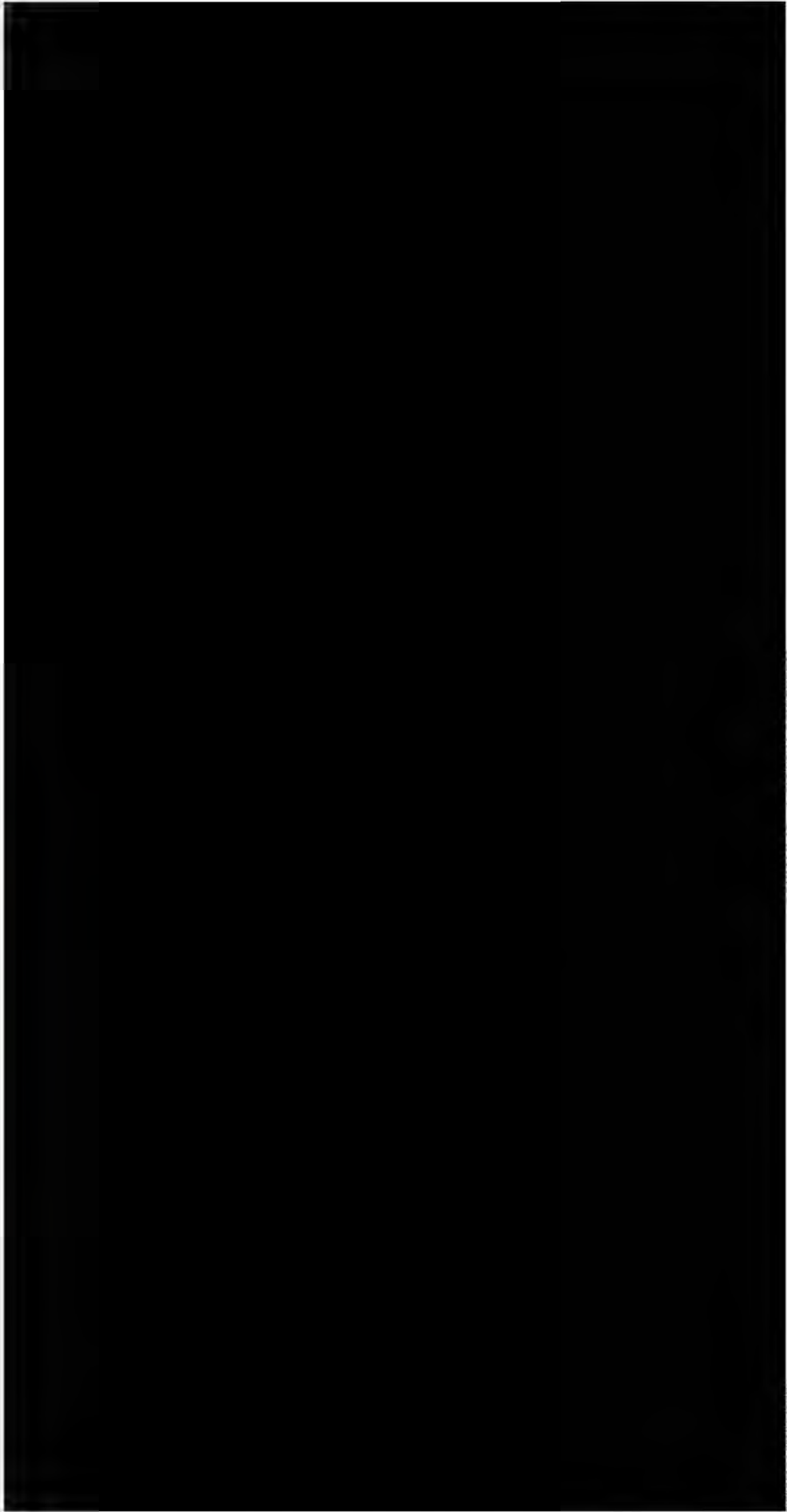
- Puts control over schedule building exclusively in control of the airline, without taking the PSS or outsourcing to a third party (e.g. GDS)
- Opens the door to new revenue opportunities for dynamic, personalized schedule building as well as optimizing most profitable connections and routes
- Enables use of airline-defined business rules for schedule building by OD
  - Create distinct routes using purpose-built proprietary Network Graph Algorithm
  - Apply any desired combination of ranking and scoring as per airline business rules
  - Define progressive solution building including number of solutions as well as when to rank versus eliminate an option in the solution set
  - Unlimited flexibility including capability to force solutions that may not normally be considered by default
  - Define rules based on partner and/or interline flights
- Supports point of interest (affinity) or merchandising-driven (attribute-based) schedule building
- Supports large date range processing
- Runs on commodity hardware with unlimited scalability and airline self-hosting option
- Available as stand-alone module or integrated with FLX Availability Calculator

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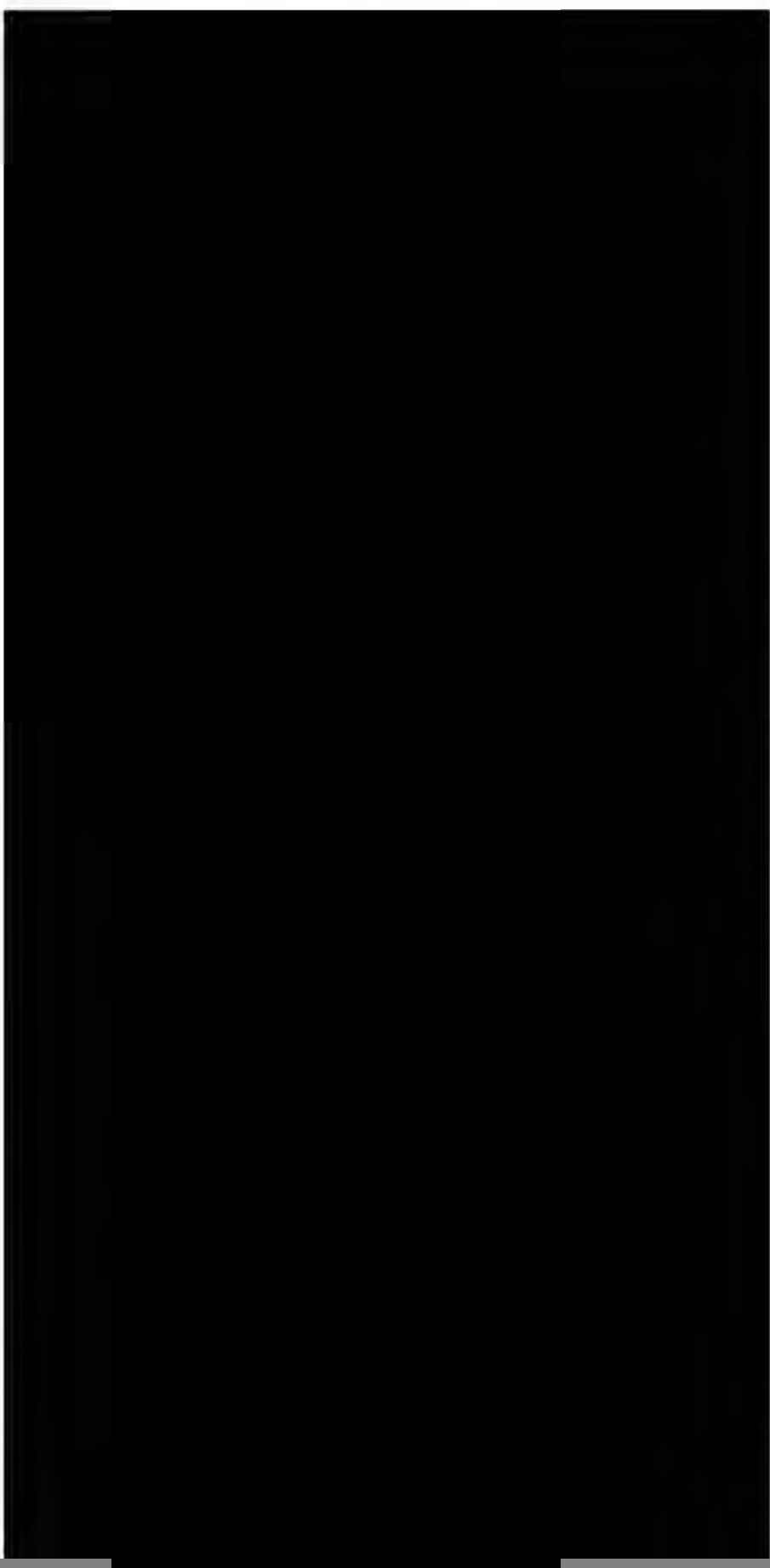
Psychological Services - (0000) DEFINITION BY MASELLI



Family Services - (0000) DEFINITION BY MASELLI



FLX SCHEDULE BUILDERS & MILLERS DEFINITION FRAMEWORK

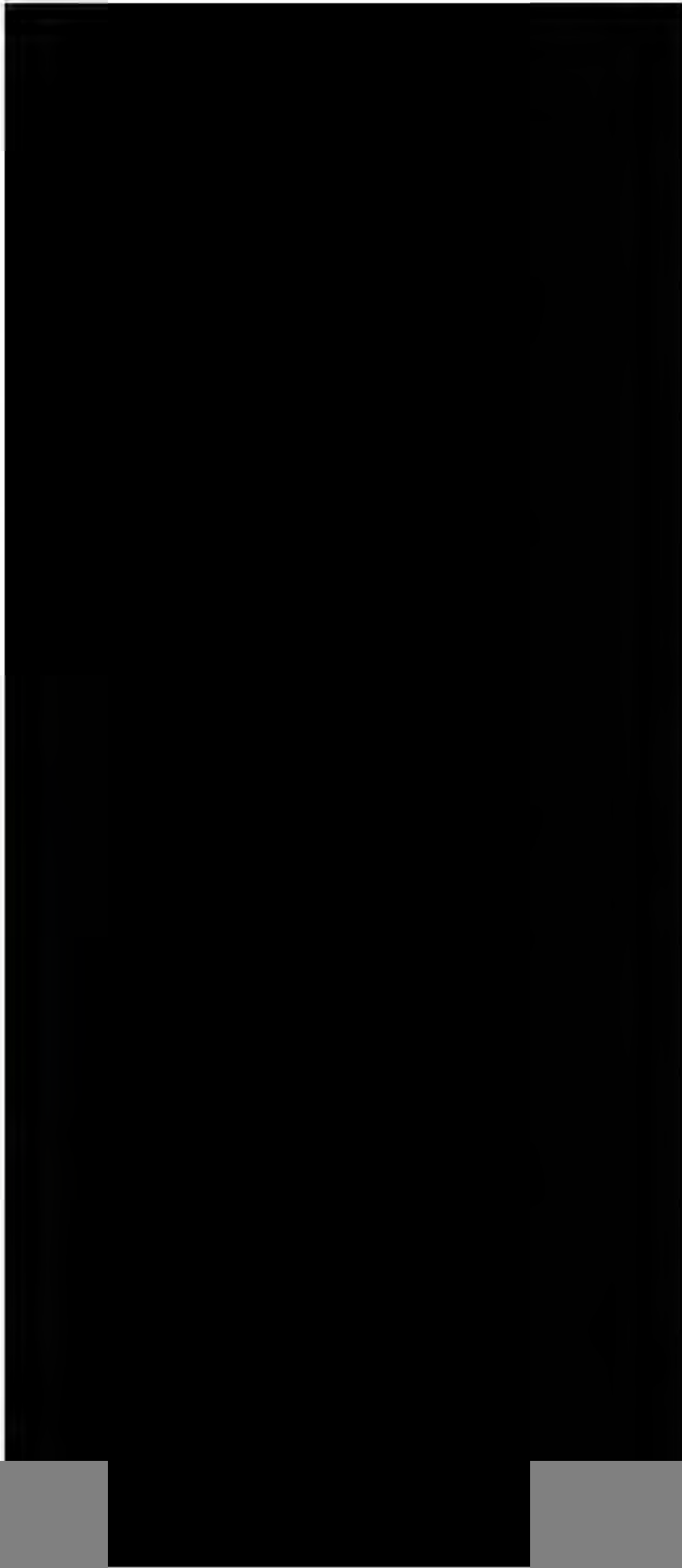


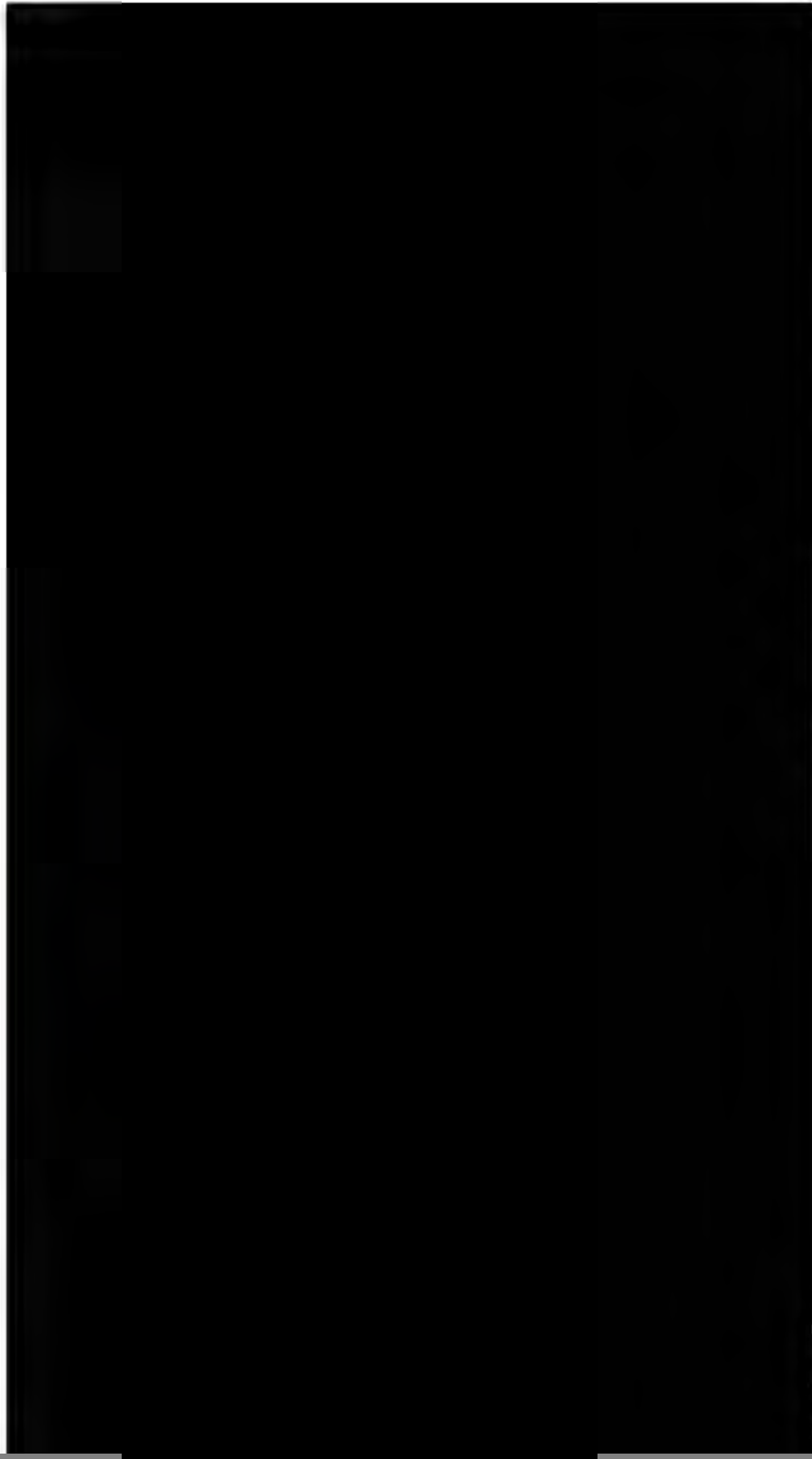
FLX SCHEDULE BUILDERS & MILLERS DEFINITION FRAMEWORK

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FARELOGIX - Gateway Components



## FLX SCHEDULE BUILDER – WHAT DOES IT GET YOU?



### Control

Freedom to achieve Total Content Control with less PSS dependence

### More Revenue Happy Customers

- Personalized/Targeted Schedules
- Channel Optimization
- Which connections/routes are most profitable in what conditions (and build rules accordingly)

### Cost Savings

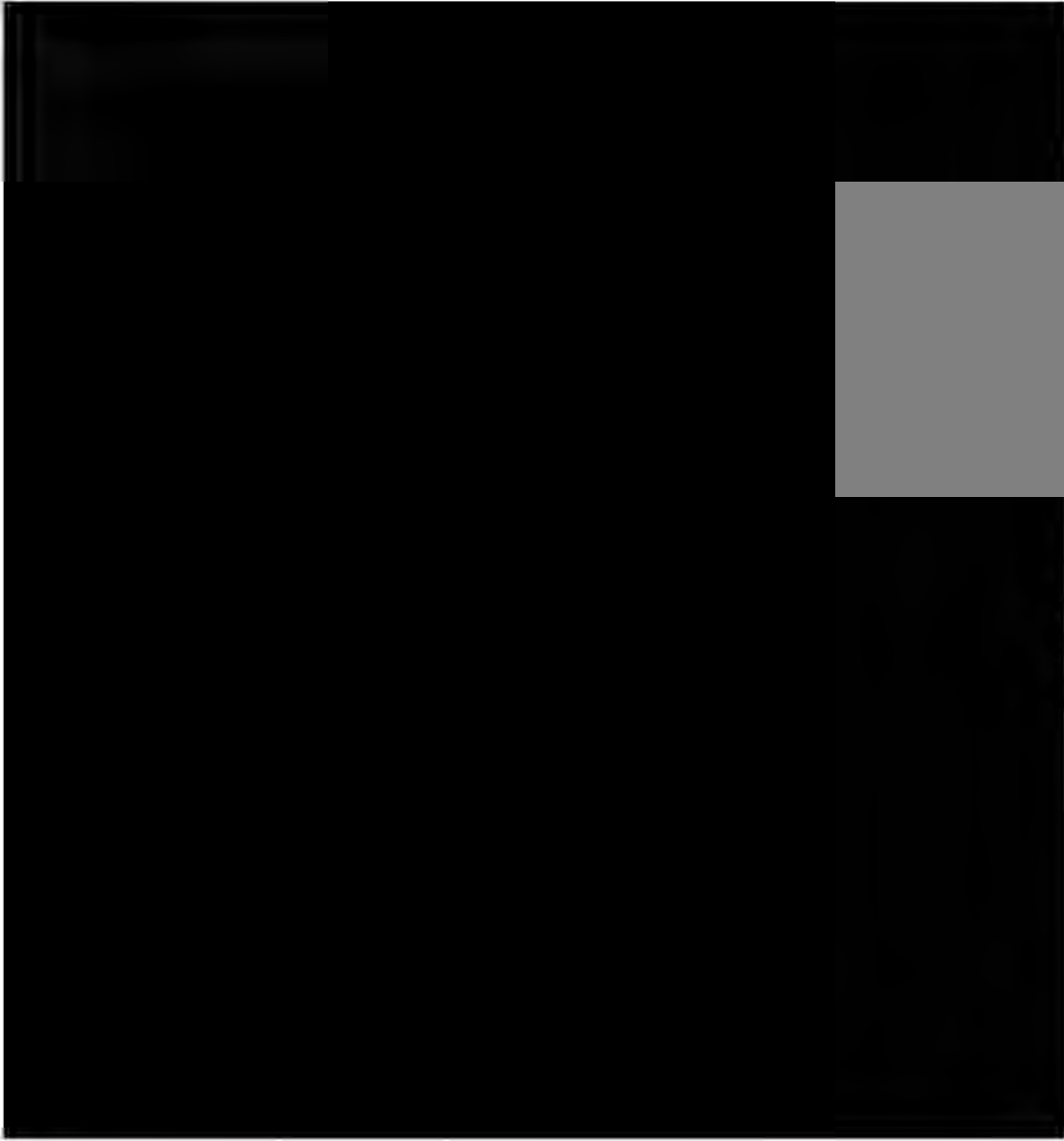
- NO LIMITS!
- PSS Infrastructure Savings (millions!)

Airline Commerce Gateway  
Architecture





FLX AIRLINE COMMERCE  
GATEWAY AIRCRAFT



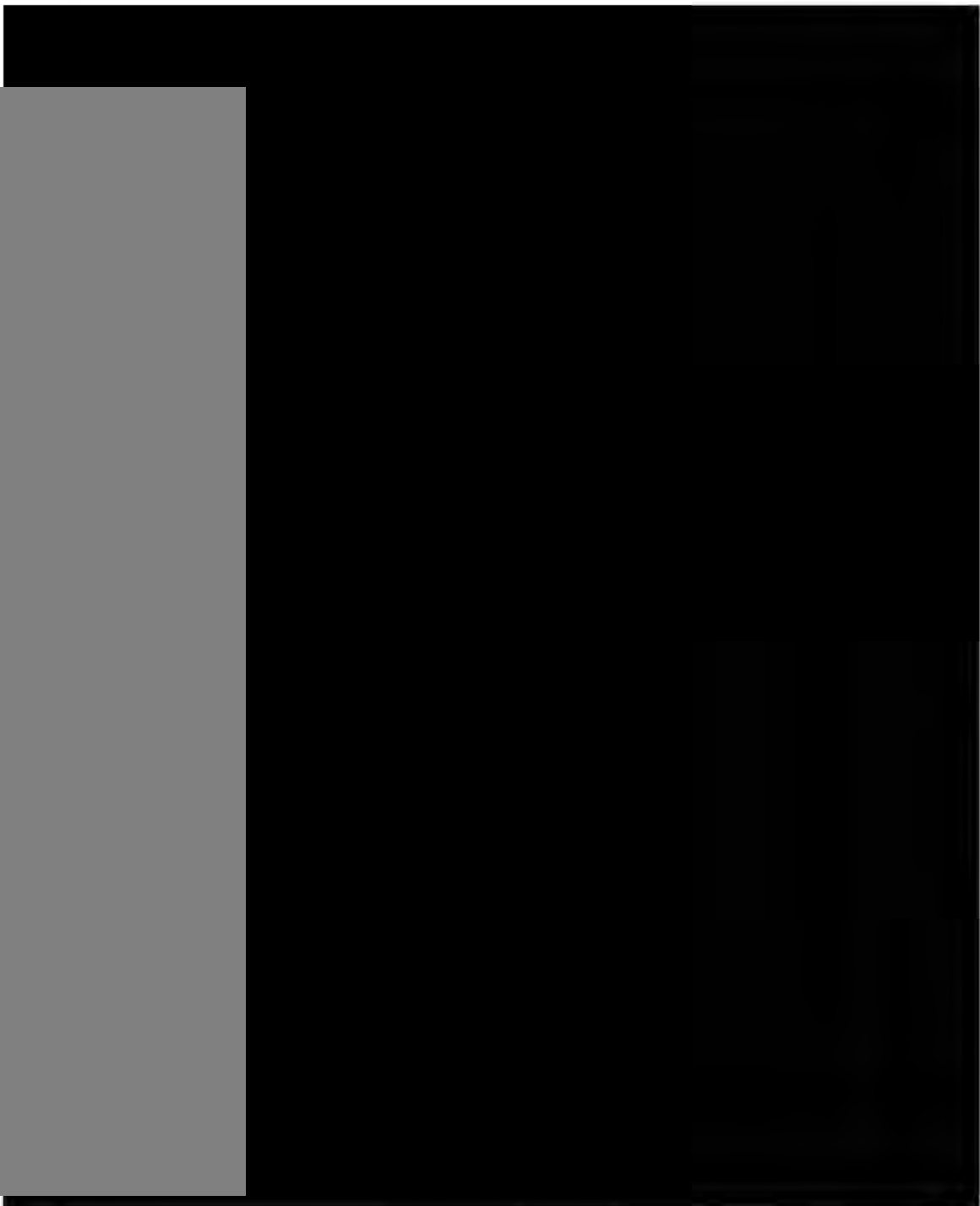
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FARELOGIX - Overview



FLX AIRLINE COMMERCE  
GATEWAY **air**

For Further Information Contact: [farelogix@flxair.com](mailto:farelogix@flxair.com)





Thank You



**FARELOGIX AIRLINE  
COMMERCE GATEWAY**



**An Airline's Path to  
Total Content Control**





FARELOGIX AIRLINE  
COMMERCE GATEWAY



Creating & Controlling  
the "Airline Offer"

An Airline's Path to  
Total Content Control

Delivering the offer -  
"single source of  
truth"

