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PX090

Absurdity | Direct Connect

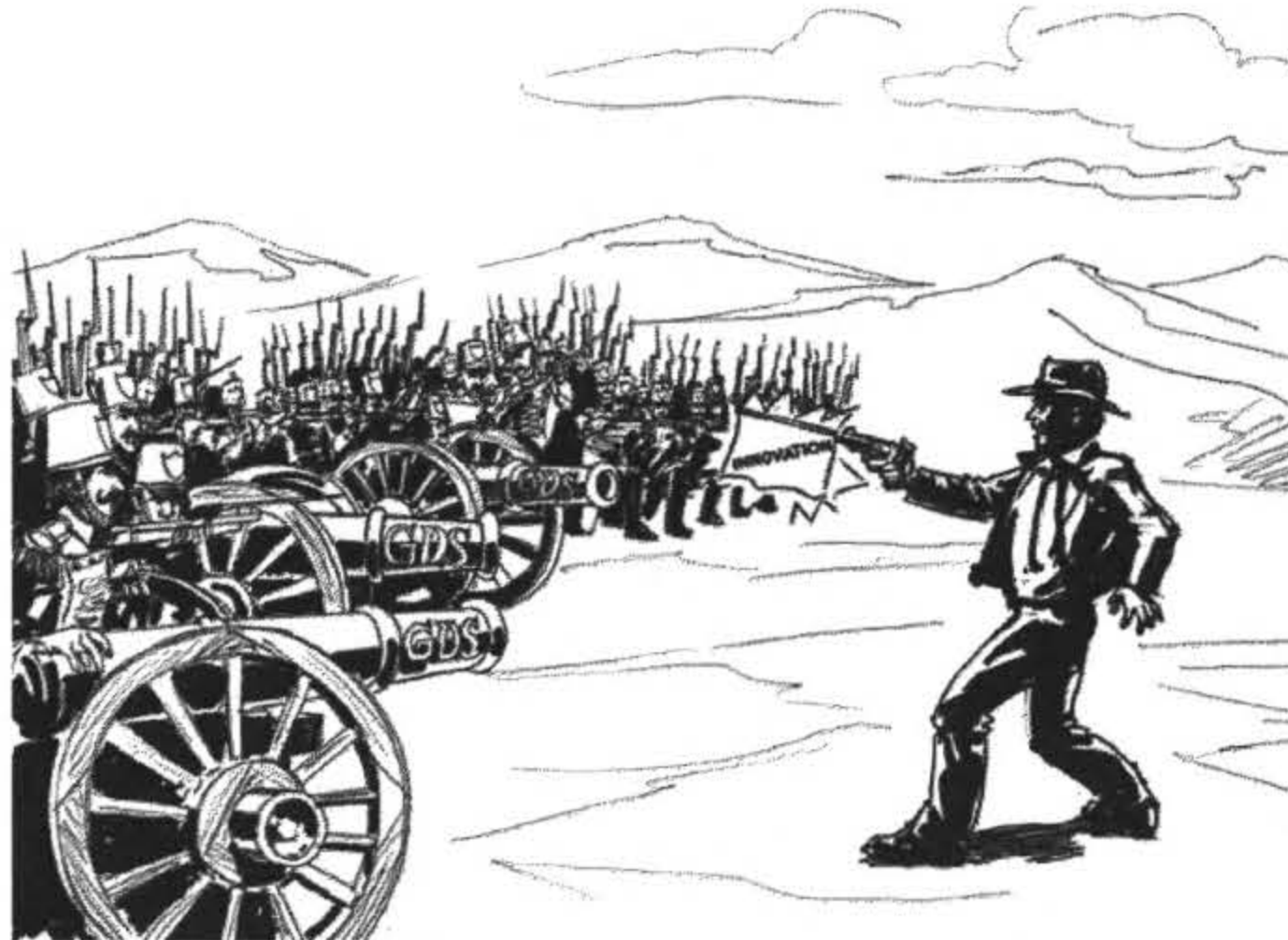
# Untested, Unproven... Untrue!

BY Jim Davidson

APR 25, 2011

Back in November of last year, Farelogix began its policy of publicly responding to what we felt were rather knavish claims made by others in the industry. Since then, and even more so lately, we have been publishing an awful lot of responses. It's a crucial time in the airline distribution debate and we here at Farelogix think it's important that the public hears *both sides* of the issues. And since many in the industry are unable to respond for various reasons, we are carrying the "other side of the story" torch.

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A big concern for us is that if something is said over and over again, people may start to take it as fact. You know, like a lot people still believe Columbus discovered America. A more contemporary myth is that this new direct connect distribution model is "untested and unproven." But nothing is further from the truth. The Farelogix direct connect software is innovative and changing the way the airline industry operates - and it is tested and proven as a reliable and efficient alternative distribution system.

Back when I was seven and being teased by a boy named Buckie, my mother told me to just ignore him and not take it personally. "He calls you those names because of his own insecurities," she said. So having a number of folks call the new industry standard XML airline direct connect unproven and untested was, to me, just another tactic to attempt to block its adoption and maintain the high-cost low-value distribution status quo. It's just more name-calling, but this time by giant corporations that are insecure about their futures and not by an eight-year-old boy. No big deal. I didn't take it personally. But last week, on two separate occasions, I was visited by Farelogix developers expressing concerns about the Farelogix software being called "unproven and untested." These talented folks came to me and said, "Hey Jim, we built this, we support it, and we know that it is working everyday. It's not unproven or untested. How can they say that?"

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I started to tell them it's just a few self-interested folks and not all that pervasive. But I stopped myself and decided to take my employees' concerns seriously. The first thing I did was ask someone on our marketing team to do a quick search and find out how often this theme comes up. To my surprise, he returned a short 20 minutes later and said he already had compiled three pages of public "untested and unproven" quotes and was that enough?

Whoa. This is serious. My employees are right, and they deserve better for all their hard work. It is no longer enough for me to make off-handed comments to counter these untrue and misguided allegations about the Farelogix direct connect software application being "untested and unproven." And it's one thing to call the Farelogix CEO an "overzealous entrepreneur" or "bobblehead," but to publicly disparage our software that so many talented people have worked so hard on and so many customers depend on is... well, unacceptable.

How about some facts:

- Farelogix processes over 500,000 transactions per day\*
- Farelogix maintains an operating service level of 99.7% up-time
- Farelogix supports over 4,000 travel agencies\*\* contracted by airlines and installed with full travel agency function graphical user interface booking application
- Farelogix supports travel agencies in 71 countries at the request of its airline partners
- Farelogix is certified by both ARC and IATA/BSP
- Farelogix provides industry standard XML (from Open AXIS Group) direct connect for 13 airlines (some of the largest in the world)
- Farelogix provides technology solutions for 3 of the top 5 travel agencies
- Farelogix provides transactional products to airline alliances and industry service companies
- Farelogix was one of the first distribution technology companies to develop and implement EMD (A & S), and offer baggage allowance and pricing under IATA resolution 302

***\*Includes fare search, pricing, booking, ticketing, exchange, refund, ARC/BSP transactions, baggage pricing, ancillary service pricing, etc. \*\* Includes travel agencies and OTAs***

The Farelogix software products are tested, proven and utilized just like the GDS products are tested, proven and utilized. Clearly the Farelogix developed XML airline direct connects do not have the current volume of the GDS, but I could easily argue that one of the primary reasons limiting our growth is those pesky, prohibitive and, in my humble opinion, onerous GDS agreements with the airlines and travel agencies that prevent the adoption of alternative distribution systems.

So, bottom line: The Farelogix software is fully tested, proven in the marketplace and poised for rapid growth once all these contract issues are sorted out. In the meantime, to those of you who continue to beat the "untested and unproven" drum—please stop! You certainly have our full attention.

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 Farelogix is a recognized leader in the travel industry with groundbreaking technology that continues to modernize the airline commerce and distribution landscape.

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Farelogix CEO, Jim Davidson, is speaking at the @CAPA\_Aviation Americas Aviation Summit in Denver on March 18-19, 2019. [hubs.ly/H0grGnV0](https://hubs.ly/H0grGnV0)



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