

accelya

flx  
select

## THE FIRST STEP TOWARDS MODERN RETAILING



# INTRODUCTION

**The airline industry is changing. The consumers of today expect greater sophistication in their interactions and are demanding a more seamless experience. While many airlines have made strides in improving direct sales channels, the indirect channel remains underdeveloped, creating a need for transformation across the board. At the heart of this change is New Distribution Capability (NDC), which is proven to give airlines greater control over their distribution and the ability to offer richer, more powerful content.**

Accelya's FLX Select is designed to help airlines overcome these challenges, based on the experience of having supported over 20 airline brands with NDC. It provides a quick and straightforward way for airlines to start their retailing journey, take ownership of their distribution strategy, and enhance the passenger experience. By leveraging Accelya's market-leading NDC technology, FLX Select ensures that airlines of all sizes can efficiently adopt modern retailing practices and achieve sustainable growth.



This eBook explores the ongoing industry transformation, why now is the time to adopt NDC, and how FLX Select can be the key to unlocking distribution freedom, boosting revenue, and improving customer loyalty in a quick and simple way.

# WHAT'S HOLDING MANY AIRLINES BACK?

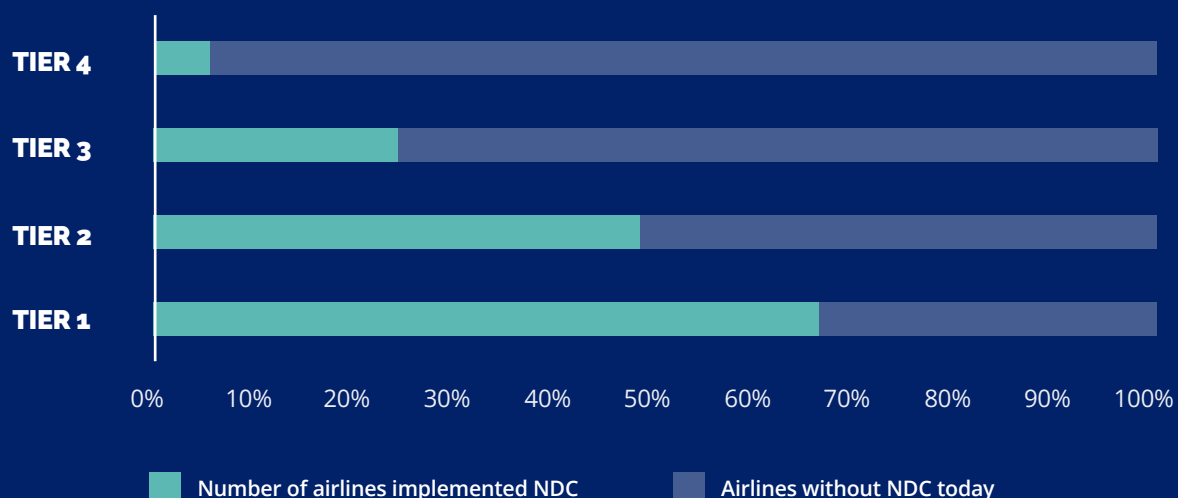
While essential to the global economy, the aviation industry faces several challenges. The sector employs millions worldwide and supports their jobs; yet it struggles to deliver consistent returns for investors. With operating margins projected at just 2.7% for 2024, attracting investment for growth and sustainability is crucial, and airlines need structural changes to enhance profitability and appeal to investors.

Historically, the transformation to modern retailing has been difficult for airlines due to the significant resources and expertise required. Implementing NDC and new technologies demanded large teams, substantial investment, and specialized knowledge within the business. These projects often spanned years, involving complex integrations with legacy systems, making the shift not only costly but also time-consuming. The need for extensive change management added pressure, as airlines had to overhaul processes, retrain staff, and realign their strategies. This has created a significant barrier, especially for smaller airlines with limited bandwidth and budgets, slowing the pace of adoption despite the clear benefits of modern retailing.

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**TIER 2 AND 3  
AIRLINES ARE  
WITHOUT NDC**

## Larger airlines are more likely to have implemented NDC



# ACCELYA'S FLX SELECT OPENS NEW DOORS

Accelya has designed FLX Select to address these industry challenges, initiating an airline's retailing transformation. FLX Select empowers airlines, enabling greater control over distribution and enhancing the customer experience.

NDC adoption has been uneven, with smaller airlines behind their larger counterparts. However, the introduction of NDC version 21.3 has simplified and accelerated API deployments, making it feasible for airlines of all sizes to implement the technology. FLX Select leverages these advancements to provide a scalable and efficient solution that supports growth and innovation.

"Leveraging Accelya's market-leading NDC technology through a pre-defined scope of capabilities and a consistent deployment brings the value of NDC and modern retailing to the broader industry. By utilizing the richer content and enhanced capabilities delivered through NDC, travel sellers can significantly improve their service offerings, drive higher revenue, and provide a superior customer experience."

— Sam Gilliland, CEO of Accelya

## WHAT IS FLX SELECT?

FLX Select by Accelya is a new, standardized delivery of NDC designed to bring the value of NDC to life at more airlines, faster. FLX Select leverages Accelya's technology through a pre-defined scope of capabilities and consistent deployment, quickly and efficiently integrating the value of NDC and modern retailing into the broader airline community.

With FLX Select, airlines can develop dynamic and flexible product offerings, reduce distribution costs, and improve customer satisfaction. Major travel sellers and aggregators, including Travelfusion and Navan, have committed to FLX Select, providing airlines that join the service immediate access to a wide network of travel suppliers.



# REASONS TO START THE RETAILING JOURNEY WITH FLX SELECT

Why airlines, regardless of size, should begin their retailing journey with FLX Select:

## #1

### Unlocking Distribution Freedom

In a world where flexibility is key, FLX Select provides airlines the ability to unlock distribution freedom like never before. It empowers airlines to control their distribution strategy by enabling connectivity with a wide range of sellers in the indirect channel.

## #2

### Easily Integrated with Existing Systems

Implementing innovative technology can be daunting, but FLX Select is designed for easy integration based on our experience of enabling NDC at scale across the globe. Our light-touch integration program means retailing capabilities increase without risking disruption of ongoing operations.

## #3

### Advanced Ancillary Sales Capabilities

FLX Select provides airlines with tools to boost ancillary sales, a critical revenue stream in today's market. From baggage options to premium seating and in-flight services, FLX Select's sophisticated platform helps airlines offer customized ancillary products that resonate with customer preferences. This capability enhances the customer experience and drives incremental revenue growth.

## #4

### Comprehensive Reporting and Analytics

Data is the backbone of modern retailing, and FLX Select generates the insights required to succeed. With comprehensive reporting and analytics, airlines can monitor performance across channels, understand customer behaviors, and make informed decisions. This powerful feature ensures that you have the data-driven insights needed to optimize your retailing strategy and maximize profitability.

# FLX SELECT BENEFITS FOR AIRLINES

As the industry evolves, FLX Select empowers airlines to embark on their retailing journey straightforwardly, removing the complexities that often hinder progress with the quickest implementation time for NDC in the market (90 days). With FLX Select, airlines can take control of their distribution strategy and pave the way for long-term success.

## INCREASED REVENUE

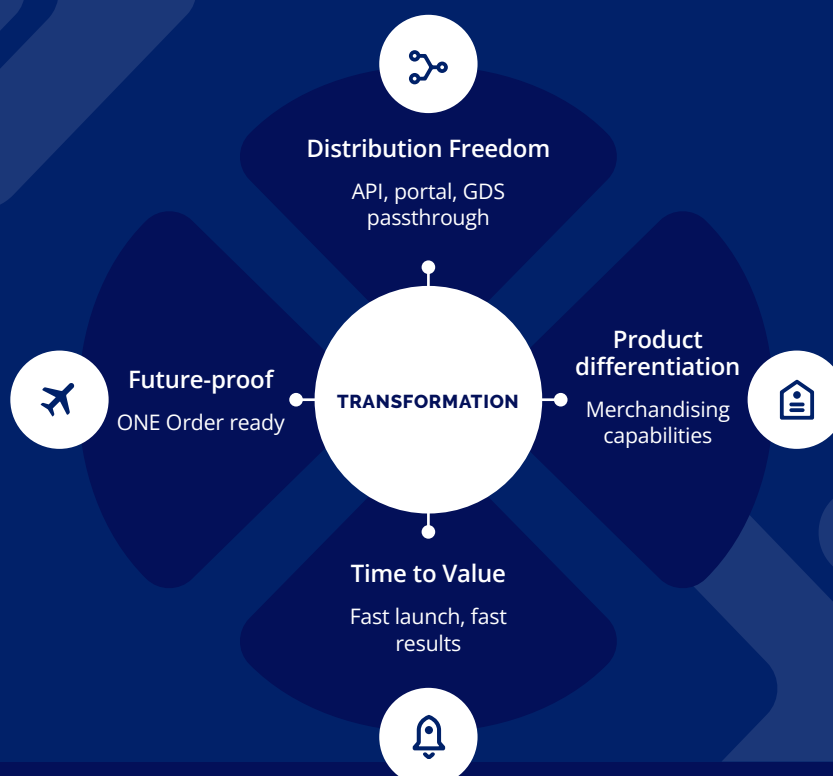
FLX Select provides airlines with tools to boost ancillary sales, a critical revenue stream in today's market. From baggage options to premium seating and in-flight services, FLX Select's sophisticated platform helps airlines offer tailored ancillary products that resonate with customer preferences. This capability enhances the customer experience and drives incremental revenue growth.

## COST EFFICIENCIES

FLX Select empowers airlines to achieve distribution freedom and reduce the higher costs associated with legacy technology. By simplifying access to more effective distribution channels and enabling dynamic offer management, FLX Select delivers significant cost efficiencies, leading to a quicker return on investment (ROI).

## ENHANCED CUSTOMER SATISFACTION

Providing a better customer experience leads to increased satisfaction and loyalty. FLX Select allows airlines to deliver improved and consistent interactions across all channels, fostering stronger customer relationships.





### **COMPETITIVE EDGE**

FLX Select gives airlines a competitive edge by reducing distribution costs while enhancing retailing capabilities. By optimizing distribution strategies and offering dynamic content, airlines can operate more efficiently, improve their customer offerings, and position themselves ahead of competitors who have not yet embraced modern retailing practices.

### **ACCESS TO A BROAD SELLER NETWORK**

FLX Select connects airlines to a network of key aggregators and major travel sellers, providing the opportunity to reach a larger market simply and quickly. This extended reach enables airlines to expand their market presence and compete more effectively in the global marketplace.



**Accelya is changing the way the broader industry implements NDC, making it quicker and simpler**

# SIMPLIFIED IMPLEMENTATION AND INTEGRATION

The implementation of FLX Select is designed to minimize disruptions to current operations while maximizing the benefits of the new technology.

## #1 Seamless Integration

FLX Select is built with compatibility in mind. It supports integration with existing airline systems, ensuring that the integration of FLX Select is as seamless as possible, without the need for major overhauls or replacements of existing infrastructure.

## #2 Aligned to Industry Standards

Accelya leverages the latest industry standard, 21.3, ensuring alignment with the latest developments and best practices in airline distribution. This compliance not only streamlines integration but also enhances the system's overall reliability and performance, facilitating easy communication and data exchange between the new system and existing platforms.

## #3 No Disruption, Maximum Impact

Change can be challenging, but with FLX Select, it's a change for the better. The platform's integration capabilities are designed to minimize disruption to ongoing operations. Teams can continue to focus on what they do best—serving customers—while FLX Select works in the background to elevate retailing capabilities.





# COMPREHENSIVE SUPPORT AFTER IMPLEMENTATION

Accelya provides extensive support after the implementation of FLX Select, ensuring airlines have the resources they need for continued success. This includes ongoing technical assistance, access to detailed documentation, and training for airline staff. With this support, airlines can effectively navigate any challenges that arise, ensuring a sustained and enhanced retailing experience.

## The right product, enabled without fuss



Complex, & time-consuming  
implementation



90 days project to enable NDC  
ticketing



Overwrought technology and  
approach



Core product including partner  
onboarding & servicing



Long time to value and ROI



Relevant cost model & quick  
time to value

# YOUR TRANSFORMATION PARTNER

Accelya is committed to supporting airlines and travel partners in this journey, ensuring they have the tools and resources needed to thrive in an ever-changing industry. As the proud pioneer of NDC, our continued commitment to driving change and advancing NDC at scale has enabled us to command the leading position for transactions in the market. Being the leading NDC enabler globally, we have more than 250 aggregators and direct connections to agents, with some of our customers achieving more than 80% of their bookings through NDC.

That success has been achieved through a commitment to innovation, such as with FLX Select, and our determination to meet our airline customers where they are, helping them to define a transformation with airline-first capabilities that enable the retailing journey.

Speak to us today about how we can help your airline start its NDC journey toward distribution freedom and a new world of retailing opportunities.



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