

Direct Connect Product Statement

Direct connect is becoming increasingly prevalent in the market with major airlines already having put systems & processes in place. Many other airlines are also looking to introduce direct connect to substantially reduce distribution costs. The key challenges to enabling direct connect, and therefore avoiding GDS booking fees, are providing easy to use technology that can differentiate between individual customers and allow private fares to be used. TravelPass can provide this functionality at a significantly reduced cost than investing in new systems and processes to be developed.

The TravelPass range of products also offer airlines the opportunity to sell subscription based flight purchasing and booking services to their customers.

Profile with log on

Each TravelPass user has a profile created during the sign-up process and is issued with a unique user name and password. The profile can then have TravelPass products associated to it that are editable by the airline to assign fare codes, rules, revenue management controls, fee structures, preferences, etc. This means that TravelPass can be used to offer a truly personalised experience and product to each individual customer with whatever business rules are applicable to that customer.

Therefore, each corporate and travel agent can deal direct with the airline and still have full access to their unique business rules and fares. Although this functionality can be combined with subscription based products, it can also be used in a more traditional sense to allow a fully personalised direct connect booking channel that is fully automated with no manual processing.

Direct Connect booking portals

Booking portals enabling direct connect bookings can be set up easily and quickly for both Travel Agencies and Corporates whilst ensuring that they are able to book using their own unique business rules and fare structures.

Pay As You Fly/Book

TravelPass Pay as you fly is based on (negotiated) fares that the airline has with corporate customers or with Travel Agents. With Pay as you fly, reservations can be charged after a trip is completed, eliminating the need for reissue or refund of tickets or it can be configured to charge at point of booking. Payment is made either after TravelPass receives flown data from the airlines' DCS (departure control system) or at the point of booking if preferred. If the airline wishes to introduce a rebooking fee or a no-show fee for particular passengers, they may do so in the administration tool.

Corporate Travel Management

Traditional Corporate travel management is both time consuming and costly. With TravelPass, the whole process is easier, quicker and more efficient. TravelPass enables more accurate budgeting and cash flow forecasting, together with better expense management and travel policy compliance. Not only does this reduce the overall cost of travel for the corporate, it also significantly helps the corporate discharge its duty of care responsibilities towards its employees.

Easy Product Set Up

For Airlines, setting up and maintaining TravelPass is easy. Using the web administration tool, and in only a few steps, the new product is published to the desired corporates or travel agents. Customers wishing to buy a TravelPass, go to the Airline's webpage or call the call centre and select their

TravelPass.

preferred TravelPass product(s). When the product(s) has been purchased, it's ready to be used straight away or a future start date can be set if required.

When a corporate or travel agent gets their TravelPass product, they can create traveller profiles enabling direct connect self-service booking or they can make bookings on behalf of the traveller if preferred.

Traveller Experience

When a traveller books a trip using their TravelPass, the whole process is up to 60% faster. This is because the traveller's profile already contains all the necessary information and unique fares/rules/fees. A TravelPass booking is easier for the traveller, as they can make a booking on their mobile without the need to print documents.

TravelPass History

The TravelPass product has been in operation for over a decade with Scandinavian Airlines (SAS) and was until recently a proprietary product. Braathens IT originally built the product specifically for SAS but acquired the full global commercial rights to the TravelPass suite of products during 2014 and this now puts us into the position of being able to offer it to the world's airlines for the first time. For clarity, Braathens IT has the commercial rights to the product in perpetuity.

TravelPass Product information

TravelPass is provided on a Software as a Service (SaaS) basis and works by integrating into the PSS system of the customer airline as well as other necessary functions such as Payment Service Providers (PSP'S), Revenue Accounting, DCS, etc. TravelPass is offered as a hosted service, meaning that the airline need not install or maintain software, hardware, or go through complex implementation projects. We offer hosting in a private cloud environment designed specifically for running TravelPass with exceptionally high levels of security.

Our standard offering includes premium data centre facilities with global coverage, secondary site with real time data replication, single point of contact 24/7 support, and SLA with uptime promise and all necessary licenses. As an Oracle gold partner, Braathens IT provides TravelPass in combination with a wide range of proven Oracle products.

- Premium data centre facilities and network infrastructure provided by IBM/Softlayer
- Independent fail-over site at different geographical location with data replication
- 24/7 emergency telephone and ticket support
- SLA including 99.5% uptime and defined support response times depending on severity

TravelPass works through direct channels, online and on mobile.

TravelPass also opens the world of ticketless travel to both the airline and the customer, offering significant benefits for both. The customer will value the ease of use, especially in terms of changes to bookings, while the airline benefits from reduced manual processing costs, reduced e-ticket handling costs and a reduction of complexity in purchase and servicing processes.

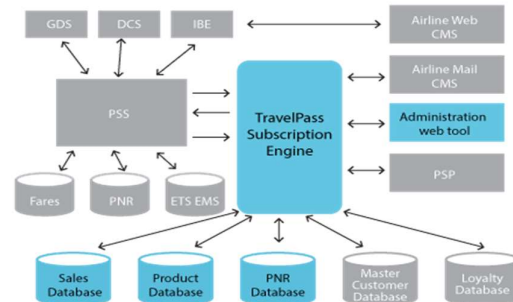
When using the TravelPass Ticketless option, no clearing via BSP (Bank Settlement Plan) is required, but it is optional. Distribution is done utilizing the IATA standard ETLF, which is supported by all PSS providers. The ticketless solution offers direct and standard reporting to revenue accounting, handled as a normal ticket sale in the reporting system.

TravelPass.

At the same time, airlines can opt to use e-tickets, taking advantage of the benefits of the current e-ticket processes within the airline including the ability to work with codeshare partners. TravelPass also provides standard reporting to the airline's revenue accounting system. The main benefit of using e-ticket is the handling on other airlines in cases of travel disruption. For most airlines, it is recommended to start using TravelPass with the ticketless option.

TravelPass integrates with major industry PSS systems, including Amadeus, HP and others. A wide range of supporting functionality is available in a menu of parameters and options. The system is compatible with modern mobile technologies as well as industry standards like NDC. A typical TravelPass integration takes three to four months.

This illustration shows a typical integration (blue areas are included in the TravelPass product). Other related resources, like PSP, loyalty and customer databases are integrated according to the airlines' requirements. TravelPass' library of connectors and web services is built to fit into airline industry systems. The enterprise class software platform, including latest web service API's and message driven architecture and supports modern integration frameworks.



Web Administration Tool

The web administration tool allows the airline to create and maintain different products for both travel agency and corporate clients. This is achieved using a web page with login credentials. The tool provides different business logic that can be configured according to the airlines' needs, and a wide range of functionality is available in menus of parameters and options.

Reports and statistics are also available for viewing in the browser or export to Excel or other formats. Access to travel history is available online for the traveller as well as the travel management function for each corporate client.

With this flexible tool, new products can be created and offered in only a few steps.

Unique Product

The TravelPass product not only delivers the commercial and loyalty benefits of a fully integrated direct connect model but also drives disruptive innovation in the industry and significantly encourages customers to increase customer self-service.