

# Americas-Based Airline Soars into New Markets with Navitaire



NAVITAIRE

MINNEAPOLIS,  
UNITED STATES

## CASE STUDY: NEW SKIES®

In the past decade, the airline industry throughout the Americas has become a highly competitive market for commercial carriers. To increase its reach and revenue, a leading low-cost Americas-based airline looked to the global market.

Accessing a new market of international travelers based outside its home continent represented an incremental revenue opportunity for the airline. From a strategic standpoint, this blended approach – allowing a low-cost model in home markets while supporting higher-cost industry standards elsewhere – would enable the airline to boost profitability by promoting global expansion without diluting its home market cost advantage.

### Challenge

Effectively tapping these new markets would require enhancing the airline's existing technology infrastructure to enable greater industry connectivity. In particular, the airline needed a cutting-edge, customer-centric reservation and distribution system that could deliver on the promise of connecting with business partners, devices and technology platforms in use throughout the industry.

Airline executives wanted to offer an Internet-enabled customer experience that would leverage online sales opportunities, as well as provide access to traditional and enhanced GDS connectivity, interline sales and codesharing among airline partners.

### How Navitaire Helped

The solution was available in the latest version of Navitaire's New Skies, a leading travel reservation system that is specifically designed for the airline industry. New Skies' ability to forge tighter connections with other carriers serving an international customer base was a key capability.

Added features provide greater flexibility to support the sales practices of travel agents and other airlines, while preserving efficiency in home markets. The airline would be able to capitalize on its strong web presence via a complete travel storefront that offered integrated sales of car rentals, hotel rooms, travel insurance and event/activity bookings.

The airline would be able to instantly set preferences for sales, fares, booking, scheduling and other policies, as well as manage currencies, taxes, agents, vouchers and promo codes, all from one screen.

Based completely on flexible Microsoft .NET technology, the airline could connect with business partners and offer a broader array of linkages to other travel industry platforms.

A leading low-cost Americas-based airline wanted to increase its global reach and ambitiously set two goals:

- Serve more inbound travelers via connections to its extensive regional route network
- Offer global connections to its own customer base

# Americas-Based Airline Soars into New Markets with Navitaire (continued)



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### Results

New Skies remains at the heart of this fast-expanding airline's marketing, selling and customer relationship processes, serving as a booking engine of the carrier's website. It is the central integration point for several critical business processes, including sales, distribution, ticketless reservations and payments. It also offers Web Services that facilitate easy integration with travel distributors and travel service providers.

The airline's adoption of New Skies has provided a significant boost to the company's ability to excel in the highly competitive industry and enabled the airline to vastly expand its distribution channels:

- +8 GDS platforms
- +70 interline airline partners
- +15 codeshare partners including frequent flyer award and redemption options

In addition, the airline has implemented e-ticketing to support the needs of its business partners while remaining ticketless itself for its online direct transactions and home market travel agency transactions. It also offers customers an easy-to-use mobile app built using New Skies APIs.

The net effect of this expansion of its distribution channel choices has been to enable the airline to reach more customers around the world, through its airline business partners and travel agency partners. As a result, incremental revenue has grown significantly. And with this arsenal of flexible tools and technologies, the carrier is better positioned to adapt to future business opportunities and challenges.

New Skies serves as the foundation for the carrier's ongoing growth and evolution to help support a vibrant future in a fast-changing, technology-driven global industry.

New Skies key features:

- **GDS Booking** – traditional and enhanced – supporting multiple GDS participation levels and offering instant direct credit card settlement
- **Advanced Distribution Controls** enabling real-time fare audits, ability to control distributor access and pricing via custom rules, plus journey and segment controls and automated fee collections
- **Codeshare booking** allowing a carrier to expand its network through codeshare and airline partnerships, including through check-in and interline baggage check options