



aerlingus.com 



A totally flexible, high performance, direct distribution solution which provides alternative lower cost options for fares distribution and pricing. Aer Lingus, Ireland's national carrier, has restructured its business, transforming the airline into a profitable enterprise modelled as a low fares airline.

aerlingus.com 
 Online bookings up to **80%**

A significant and visible return on investment.

"Our business transformation over the past few years has required us to take some bold steps in the way we distribute our fares to our customers. Our partnership with Datalex enabled us to take those steps as they have clearly interpreted our business requirement and translated them into an innovative technology solution, enabling us to see a significant and visible return on investment."

Brendan Rice
 Manager Tactical Marketing
 Aer Lingus

To meet their business objectives, a technology solution was required which would enable Aer Lingus to retain more centralised control of the creation, maintenance and distribution of its fares and ancillary content, and which would empower it to directly target discounts and incentives by customer, corporate client and agency groups. This would ultimately reduce the cost of sale on all booking transactions associated with its existing GDS based distribution channel.

Benefits/ Return on Investment

- é Increase in online sales from 3% to 80% via the aerlingus.com site.
- é Reduction in distribution costs by almost 80%.
- é Increase ancillary revenue per passenger by 65%. Aer Lingus currently achieves ancillary revenue per passenger of €16.99.
- é Peak booking rate of 1,100 PNRs per hour, currently running at an average of 600 during peak hours.
- é Significant reduction in fare quotation costs and other third party transaction costs.
- é Significant improvement in response time and search options.
- é Improvement in visitor/booker ratio.
- é Enables Aer Lingus to control and manage its own fare distribution.
- é Allows Aer Lingus frequent flyer members redeem points on point-to-point services.
- é Provides the ability to apply ad-hoc last minute discounted fares based on specific routes and or time periods within a short space of time.

Project Overview

- é Based on Datalex TDP and components.
- é Uses ATPCO output fed into Datalex TDP Fares, fares are then distributed to aerlingus.com which significantly reduces cost of third party transactions.
- é Enables passengers to browse and book available fares for up to six passengers incorporating a flexible fares calendar.
- é Uses TDP Business Rules Centre for flexible fare merchandising and right driven dynamic packaging of ancillary content.



Datalex: Winner, World Travel Award 2009: World's Leading Booking Engine Technology Provider

