



### Direct Distribution Platform

The Datalex Travel Distribution Platform (TDP) provides the primary platform for United Airlines' online shopping and reservations worldwide; enabling distribution control and proactive response to changing requirements in support of cost-efficient distribution and better online customer service.

### Business Overview

United.com continuously strives to provide greater choice of service, accuracy and flexibility to the consumer shopping experience. In keeping with this objective, United chose the Datalex Travel Distribution Platform as a proven and robust flight shopping platform for future growth of their direct distribution channel. United.com customers can now shop for flights based on price, schedule and date with flexible calendar functions and a range of promotional fares providing more transparency and choice.

### Benefits/Return on Investment

#### Driving the Direct Channel – Enhanced Functionality:

- Flexible calendar shopping.
- é Advanced redemption/reward shopping.
- é Economy Plus Up-sell.
- é Premium Cabin Up-sell.
- é Select and change seat assignments.
- é Manage booking - rebook/reprice.
- é Multiple combinable promotions in single search.

#### Distribution Control:

- é Hosted and operated by United.
- é Independent from constraints of internal and external systems.
- é Control over number and type of customer solutions offered.
- é Scalable, extensible platform for future growth.
- é Ability to proactively enhance service through ownership of platform.

The screenshot shows the 'Available fares' section of a flight search. It displays a calendar grid for roundtrip prices from Chicago (ORD) to Las Vegas (LAS) for the week of November 20-28, 2006. The selected dates are Wednesday, Nov 22 (Depart) and Sunday, Nov 26 (Return). The price per adult is USD 508.40. Below the calendar, it lists available roundtrip itineraries for the selected dates, including flight numbers, airports, times, stops, and durations.

Flight	Airports/times	Stops	Duration/equipment	More information
United 707	Depart: ORD Nov 22 6:05 Arrive: LAS Nov 22 7:35	Non-stop	2h 33m 752	Show flight details View seat map ★ Feast on fabulous deals
<<< connecting to >>>				
United 1465 Operated by United For Ted	Depart: DEN Nov 22 9:30 Arrive: LAS Nov 22 10:28	Non-stop	1h 56m 32S	Show flight details View seat map ★ Feast on fabulous deals
United 1562 Operated by United For Ted	Depart: LAS Nov 26 23:25 Arrive: ORD Nov 27 4:48 Next day	Non-stop	3h 23m 32S	Show flight details View seat map

New Flexible Date Search

