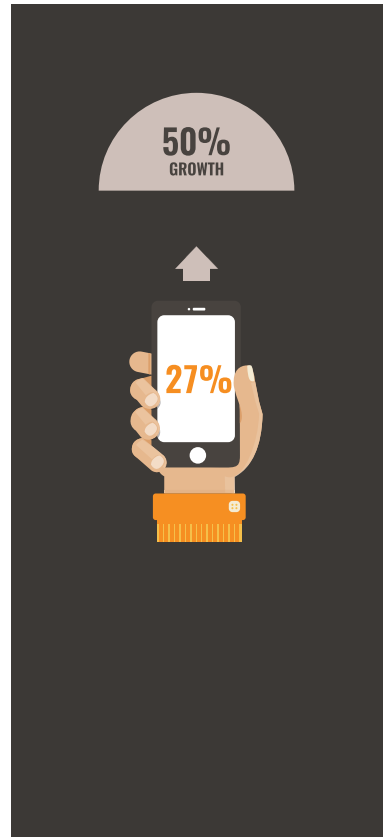
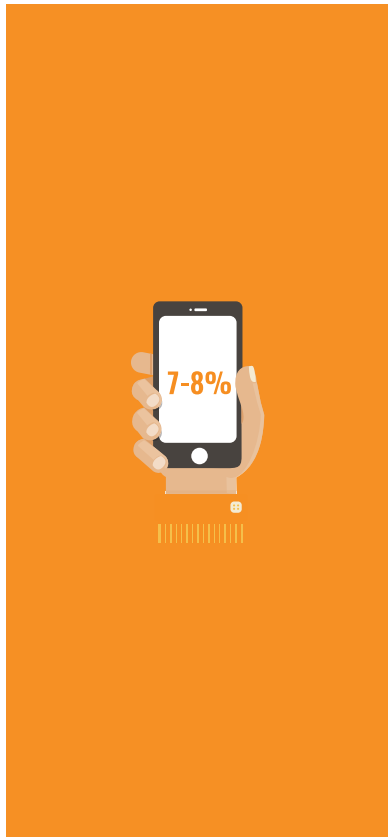


CASE STUDY: AIR CHINA

Building a Digital Marketplace



CHALLENGE

To enter the digital marketplace in China and enable pricing and shopping for international and domestic markets.

SOLUTION

Datalex provided an integrated Digital Commerce Platform which optimizes products and promotions across a dynamic digital marketplace. This includes direct online and mobile channels as well as distribution to major OTAs, social channels and leading retailer websites.

BENEFITS

Prior to deployment of their Digital Commerce Platform, Air China observed online sales of 7-8%. Online sales have grown significantly and today, over 27% of the total Air China sales are via direct channels, with a target of 50% set for 2017.

CHALLENGE

Digital commerce is growing rapidly in China, and digital travel commerce has a number of characteristics - including dominant digital retail channels - that make it unique in a global marketplace.

Prior to their engagement with Datalex, Air China were not maximizing the potential of this rapidly growing market and observed online sales of 7-8%.

SOLUTION

Air China selected Datalex's Digital Commerce Platform to enable pricing and shopping for international and domestic markets, and to enter the digital marketplace in China.

The platform also contributes to Air China's multi-channel strategy as it can be leveraged across multi-channel integrations.

Datalex's air pricing and shopping solution are used to manage multiple fares sources such as ATCPO and ACDC. Whilst the Datalex promotions component ensures customers have quick and easy access to the best available offers.

On top of all this, the platform is delivered as an enterprise solution which Air China hosts and operates. This ensures maximum control and ownership by the airline.

Also, given the unique nature of the market, Datalex Beijing provides local expertise and support as a dedicated partner in driving customer success. Datalex China also operates in other locations such as Shanghai to be close to its clients.

BENEFITS

Having implemented the Datalex Digital Commerce Platform, online sales grew significantly. In 2015, Air China achieved year-on-year growth in online transaction revenue of over 50%. Today, over 27% of the total Air China sales are via direct channels, with a target of 50% set for 2017.

In 2015, the promotions component contributed to 5% of total website revenues.

30% of sales day revenues for Air China have been delivered by OTAs such as C-Trip integrating via REST API services. The airline has also partnered with social media such as WeChat, B2B travel platform Qunar and popular B2C website T-mall to drive revenues.

Overall, the Datalex Digital Commerce Platform is a real differentiator for Air China in the most dynamic digital market in the world: China.