



DATALEX

Accelerating Travel Technology

Integrated Airline Solutions

e-Commerce and middleware solutions

Technology solutions must make business processes more efficient, customer service more responsive, and distribution more effective in order to meet the rapidly evolving strategic and tactical goals of major global and regional airlines.

Datalex offers a fully integrated suite of technology solutions that support airlines with greater control of inventory, more effective management of yield, wider and more cost efficient distribution and improved customer service.

Datalex solutions are deployed at many of the world's leading airlines including - **Aer Lingus, ATA, British Airways, Emirates Airline, KLM, Saudi Arabian Airways, Singapore Airlines and South African Airways.**

Benefits of Datalex Airline Solutions

- ★ **Connectivity** - Provide a single platform for connectivity with CRSs, GDSs, baggage control, loyalty and other airline systems and distribution channels
- ★ **Dynamic Packaging** - Build revenue streams from the packaging of air including air, car, hotels and other non-air components
- ★ **Distribution** - Distribute product to dispersed sales channels including call centers, travel agents, corporate intranets, staff travel, Web sites and alliances
- ★ **Self Service** - Provide supporting self-service technologies for WAP, SMS, kiosks, and Interactive TV.
- ★ **Control** - Retain centralized control of the creation, maintenance and distribution of fares
- ★ **Web Specials** - Optimize distribution of highly disposable fares and distressed inventory via Web fares
- ★ **Alliance Partners** - Improve alliance partner connectivity and information transfer.



*Middleware
Distribution
Fares Management
Corporate Travel
Hosted Services
TPF Consulting*

Datalex Airline Credentials

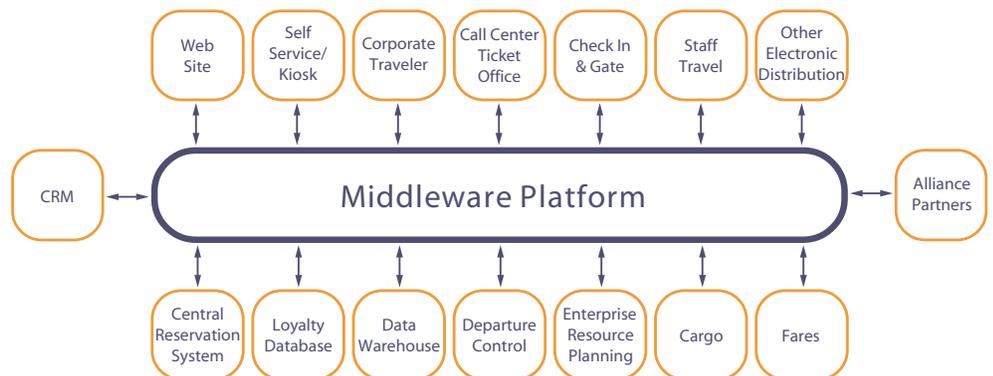
Datalex's success and its credibility in the airline marketplace can be attributed to the following key strengths:

- ★ Knowledge and experience of all aspects of the airline and travel industries.
- ★ Strategic partnerships with other IT vendors including EDS, Mercator and Kinetics.
- ★ Strong case histories with many of the world's leading airlines and travel providers.
- ★ Diversity of experience covering all technological area including TPF/ALCS, e-Commerce, self service technologies and host connectivity protocols.
- ★ Global network of sales and technical support bases.



Middleware

BookIt! MATRIX™ is Datalex's middleware technology platform providing connectivity from e-Commerce applications to a wide range of Global Distribution Systems (GDSs), Central Reservations Systems (CRSs), hotel and property management systems, car and hotel industry switches, private inventory hosts, loyalty management, alliance, supply partner and other systems.



Distribution

Datalex enables airline distribution executives to expand their e-Commerce programs, making multiple travel components accessible to leisure, corporate and professional users through the **BookIt! CONSUMER™** and **BookIt! Pro™** Web browser solutions. In addition mobile, kiosk and graphical user interfaces are also available.

Fares Management

To assist airlines to maximize revenue and retain control of their distribution strategies, Datalex has developed an innovative and independent fares pricing and management systems for today's challenging travel marketplace. An Instant Commit database, **BookIt! FARES™** enables evolving fare conditions and trading requirements to be updated immediately on a live system. Fare data can be electronically imported using industry standards such as ATPCO and Stadaf 2.

Corporate Travel

Airlines can capture and maintain a share of the lucrative business travel market, and reduce distribution costs, by supplying online booking services that meet corporate clients' needs. Datalex offers a comprehensive travel management solution using **BookIt! CORPORATE™** that delivers these facilities either directly to the corporate client or makes them available through a travel management company.

Self Service

As mobile and self-service access to the World Wide Web continues its rapid growth, information and service transactions are becoming increasingly critical for travelers on the go. For the airline, they offer automated solutions for reservations processes that relieve check-in delay and reduce the cost of customer service.

Datalex technologies support self-service check-in terminals or kiosks that enhance customer convenience and speed up the check-in process considerably for airline passengers. Kiosks allow passengers to electronically check in, change seat assignments, purchase or upgrade tickets, and check bags, all by simply touching a flat panel display screen.

Hosted Services

Validated by an ever-growing client list of leading hosted sites, Datalex Managed Services provides full-service hosting for airline reservations Web sites. A world-class and secure software and hardware technology environment, located on the backbone of the Internet, ensures the customer's site maintains maximum availability and is equipped to cope with traffic peaks and rapid business growth.

Mainframe (TPF) Consulting

Datalex is one of the largest independent outsourcers of Transaction Processing Facility/ Airline Control System (TPF/ALCS) consulting in the world. With remote development facilities in Dublin, Amsterdam and Sydney, Datalex provides high-quality development and project-management services for the implementation of TPF projects for the world's leading airlines in the areas of reservations, e-ticketing, revenue management, passenger and cargo handling, and host-to-host services.



Since its inception in 1985, Datalex has earned recognition as one of the most successful information technology solution providers to the global airline industry.

Datalex airline solutions are implemented for all aspects of airline supply-chain infrastructure including Internet booking engines, middleware platforms, and the distribution of private air fares. Datalex also provides a TPF/ALCS consulting and development service for some of the world's leading airlines in the areas of reservations, passenger handling, cargo and host-to-host services.

With its vast experience of airline protocols, Datalex is a major contributor to the development of XML specifications for the airline industry in association with the OpenTravel™ Alliance (www.opentravel.com).

*For more information on
Datalex's solutions for airlines
please visit www.datalex.com/airsolutions*

CONTACT INFORMATION

Web site: www.datalex.com

E-Mail: sales@datalex.com

EUROPE
Dublin, Corporate HQ + 353-1-839-1787

Country Sales Offices
Amsterdam +31 20 503 0200
Frankfurt +49 6196 655 111

AMERICAS
Metro Atlanta +1 770-255-2400
Toll Free (USA & Canada) +1 888-234-1890

ASIA PACIFIC +65 6248-4777
Singapore

AUSTRALASIA +61 2 9004 7286
Sydney

Other office locations:
Manchester, UK
Petaluma, California, USA