



Farelogix and Triometric collaborate to deliver business intelligence to support airline NDC and ancillary merchandising

Integrated solution gives airlines a flexible, scalable analytics platform to optimise their distribution capabilities and merchandising opportunities

DORKING, SURREY, UNITED KINGDOM, February 26, 2015 /EINPresswire.com/ -- MIAMI and EGHAM, 26 February 2015 – Farelogix and Triometric today announced a technology partnership designed to help airlines optimise their implementations of IATA's New Distribution Capability (NDC) and merchandising strategies. This collaboration brings together the power of [Farelogix's NDC-Xpress](#) and Merchandising technologies with [Triometric's Web Services Analyzer](#) business intelligence platform for the travel industry. Working together, Farelogix and Triometric enable airlines to smoothly [implement NDC](#) and move from an inventory-centric to a passenger-centric merchandising and distribution environment using XML open standards.

Companies using the Farelogix distribution and merchandising platforms will soon benefit from Triometric's analytics platform, which delivers actionable insight into the operational performance of web services and XML APIs coupled with real time intelligence that the XML message flow contains. This unique combination gives airlines the insights they need to make time-sensitive decisions to ensure their web services infrastructure is optimised, while using business intelligence to effectively build ancillary revenue streams and uncover new merchandising opportunities.

The Farelogix and Triometric collaboration supports a full range of airline value-added services – from personalised offers to ancillary services – and provides a solid foundation for airlines to:

1. Increase profit margins by increasing ancillary revenue and optimising distribution costs
2. Gain control of pricing in distribution channels
3. Take ownership of the customer relationship through increased product differentiation, and customisation

The airline industry is at a crossroads of identifying new opportunities for generating profits streams while securing customer satisfaction through choice and value. Ancillary sales and loyalty schemes are seen as key ingredients with ancillary revenue projected to be \$49.9 billion worldwide in 2014 up from \$42.6bn in 2013, according to IdeaWorksCompany. Farelogix and Triometric have embarked on a journey together to help airlines better understand the customer experience path, and leverage this knowledge to excel in customer segmentation and ancillary revenue generation.

Triometric Web Services Analyzer is already deployed in Farelogix's own data centre and going forward, Farelogix customers have the opportunity to benefit from the powerful end-to-end web services monitoring and analytics insights delivered to the Farelogix operations team. The Triometric Web Services Analyzer can also be installed directly in airline customer environments with key performance indicators and analysis parameters customised in line with individual business needs.

“Triometric is the first company to provide XML analytics that are tied in to the NDC API. Extending

our distribution and merchandising technology with business intelligence dashboards and reports delivered by Triometric will provide incredible value to our airline customers,” said Jim Davidson, CEO at Farelogix. “NDC brings rich ancillary merchandising opportunities to the airline industry, and now we can build on its potential by providing airlines with the customer insights they need to gain even greater control of the products they offer through each channel.”

“Farelogix is the world’s largest NDC solution provider, and our collaboration with them will enable their airline customers to analyse their XML data at very granular levels across key business parameters and dimensions,” said Matthew Goulden, CEO at Triometric. “No one else in the industry can provide this kind of insight and actionable information from XML data. Performance monitoring combined with deep search and booking analysis will give airlines the decisive insights they need to optimise their NDC strategies and be responsive to market conditions in their merchandising offers.”

About Farelogix

Farelogix is a leading provider of lower-cost, high value distribution and merchandising technology to the global travel industry. Farelogix counts among its customers several of the world's leading airlines and travel companies. Farelogix is a privately held company with offices in Miami, Toronto, Dubai, and the United Kingdom. For additional information, visit <http://www.farelogix.com>.

About Triometric

Triometric helps online travel companies meet the challenges and opportunities of today’s fragmented distribution landscape using XML analytics. Triometric technology is a powerful end-to-end web services monitoring and analytics platform that helps customers manage complex distribution dynamics by giving them deep insight into their search and booking traffic. This actionable intelligence enables online travel intermediaries and suppliers to improve their business performance by reducing costs and increasing revenue.

Customers include Russian airline S7, blue chip enterprises such as Thomson Reuters and HSBC, and leading intermediaries including GTA, Hotelbeds and Bonotel. For additional information, visit <http://www.triometric.net>

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