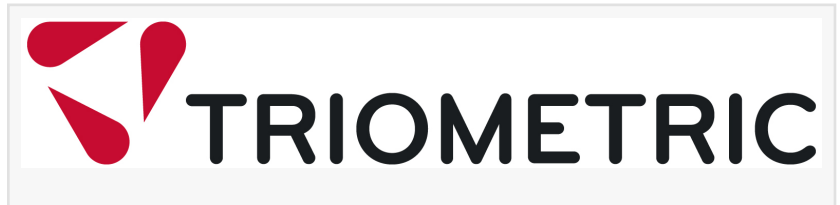# Triometric Launches Trio Express for NDC to Help Airlines Harness the Power of API Analytics

Cloud-based analytics platform for airlines who are using or considering using XML or JSON APIs as part of their NDC merchandising and distribution strategy.

EGHAM, SURREY, UNITED KINGDOM, August 21, 2017 /EINPresswire.com/ -- EGHAM, UK, 21 August 2017–Triometric, the leading provider of real-time XML business intelligence solutions to the online travel industry, today announced the release of Trio Express for NDC, an easy to access and use version of its powerful XML analytics platform customised for airline distribution. This solution is designed to give airlines easy access via dashboards, reports and alerts to the business insight residing in their search and booking message streams flowing through their direct connect APIs. Using this insight helps airlines better understand their customers, respond with relevant offers and regain control over the customer relationship.

This business insight, delivered as a Software as a Service (SaaS), helps airlines take advantage of the many indirect retailing opportunities enabled by IATA's New Distribution Capability (NDC). NDC revolves around a new communication standard based on XML which is already widely used by the online travel industry. It addresses the end-to-end airline distribution process, such as shopping for tickets and booking them, and delivers improved customer experiences. NDC gives airlines the ability to offer their customers using the indirect channel the same range of products and ancillaries at the time of sales as available through their own websites.

In implementing NDC, airlines are transforming their existing distribution models and adopting new merchandising practices often in collaboration with other distributors and technology partners. These new practices let airlines differentiate themselves through product innovation and manage their pricing with greater precision, thus enhancing their connections to their customers purchasing through the agency channel.

To support these new distribution initiatives, Trio Express for NDC gives airlines two vital insights:

• Real time metrics for tracking operational performance of their APIs
• A wealth of actionable business insights from the XML message flow content.

This unique combination gives airlines the insights they need to make time-sensitive decisions to ensure their web services infrastructure is optimised while at the same time gathering the intelligence to build a real-time view of what customers are searching for and buying. In analysing their XML or JSON data, airlines are able to enhance their connections to customers, build profitable ancillary revenue streams and uncover new merchandising opportunities.

Trio Express is Triometric's fully managed analytics solution delivered via the cloud which busy users

can use on a self-service basis. The service draws on Triometric's extensive experience of delivering API analytics platforms to companies with extensive API capabilities such as Farelogix and Hotelbeds. It analyses all requests and replies from large search and booking data sets to deliver key performance and business insights. With just a few clicks, users can view dashboards and reports, drill down to the source of any issues or receive alerts and use the insights gained to make faster and better decisions.

The insights help airlines with NDC enabled APIs to:

• Monitor and manage their API activity and connectivity performance
• Optimise their operational performance including response times
• Monitor and manage any message errors such as mapping issues
• Manage their inventory pricing in line with demand
• Track their Look-to-Book ratios against routes and distribution partners
• Make assessments about which distribution channels deliver the best returns
• Monitor market trends and buying behaviour as it happens, and for future planning

"We are delighted to be apply our wealth of XML analytic experience to the needs of the airline industry and bring a version of our analytics solution to those airlines implementing NDC. By leveraging the flexibility and reliability of our Cloud environment and with a unique business model, we are delighted to be able to bring the power of XML analytics to airlines in an accessible and affordable way," said Matthew Goulden, CEO of Triometric.

Trio Express is based on the technical architecture of the proven Trio Enterprise platform, designed for both large and smaller scale users, deployed either on premise or via the cloud. Both delivery models are available to airlines and Triometric's experts work with airlines to offer a custom solution to meet their NDC needs.

About Triometric
Triometric delivers a powerful end-to-end API monitoring and analytics platform that helps customers gain deep insights into their search and booking traffic to better serve their customers. This actionable intelligence enables online travel intermediaries and suppliers such as airlines and hotels to improve their business performance by optimising their operations and taking advantage of new opportunities. Triometric is a privately held UK company. Customers include the leaders in the travel industry such as Hotelbeds, GTA, Bonotel, S7 and Farelogix. Visit: www.triometric.net

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