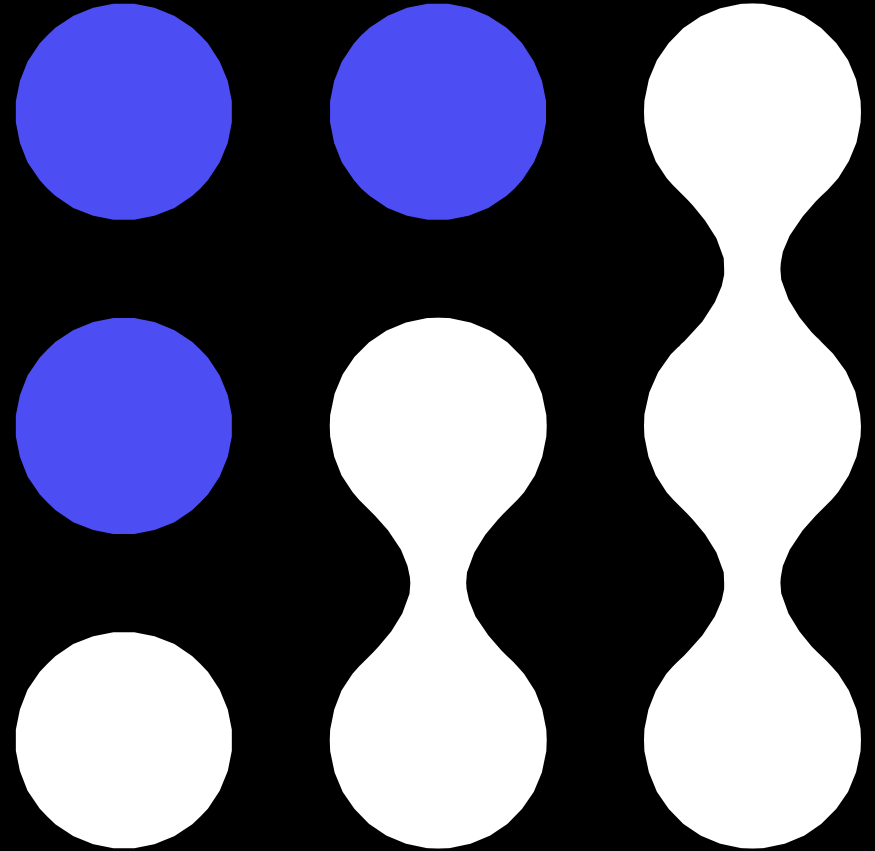


Transitioning to Offer & Order

Simplifying change management
through the power of AI



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Juan Pablo “JP” Gonzalez

SALES EXECUTIVE, AMERICAS

JP has more than two decades of industry leadership and expertise in customer and executive account management with some of the world's largest airlines, including more than 17 years at Sabre, where he supported strategic customers and helped establish a customer-first culture that led to enhanced satisfaction.





Today's traveler is more demanding than ever before

Customers want **personalized**, flexible offers without a lot of searching.

Business versus pleasure is outdated. Accurate customer segmentation is more important than ever to providing the **right offers to the right customers** in the right channels.

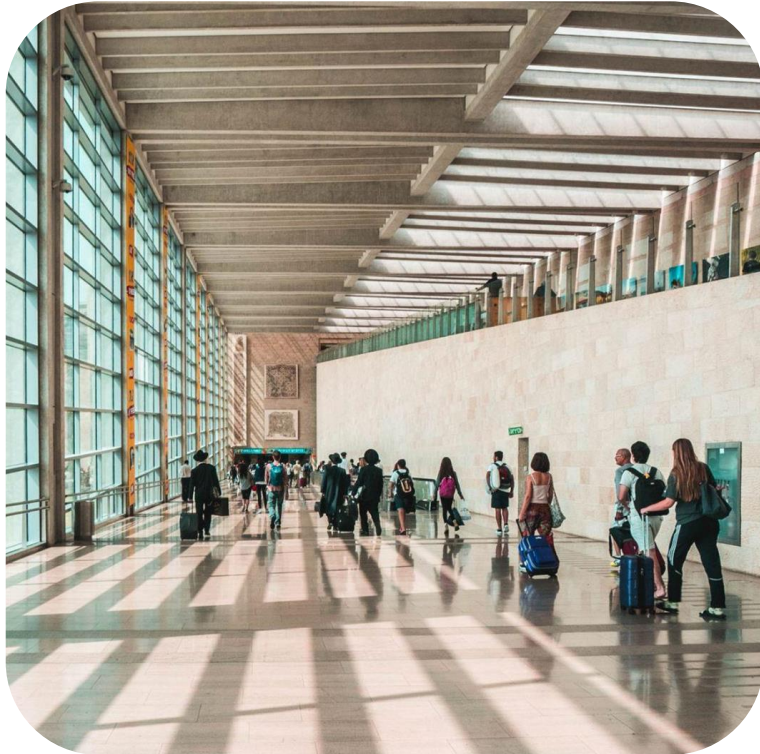
Historical data isn't enough.
Segmentation must factor in more
info to match customer needs.



Dynamic offer flexibility and customer centricity


Increases total customer revenue while reducing customer acquisition costs and speeding time to market.





AI makes it easy to evolve from legacy

NDC+ distribution, legacy proxy, partner compatibility, and smarter customer segmentation ease the transition to Offer & Order to eliminate the big bang and ensure company buy-in.

A photograph of an airplane cabin interior, viewed from the back of the plane looking forward. The seats are dark, and the overhead luggage bins and lighting are visible. The image is dimly lit, with a blueish tint.

With the help of technological
advancements being perfected today,
airline retailing could be worth
\$40 billion by 2030.

McKinsey & Company, 2022

FLYR is taking a partner-first approach to helping airlines transition to offer and order using **deep learning technology**, an advanced form of Artificial Intelligence (AI).



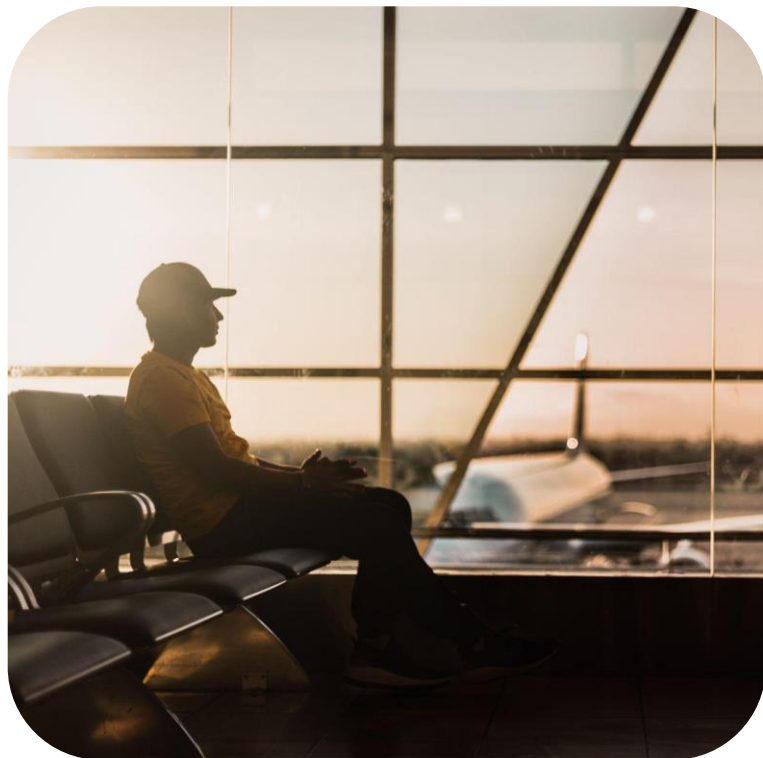
FLYR's Commerce Engine for offer & order uses deep learning AI to provide a comprehensive understanding of customer data, better insights into travelers' purchasing behaviors across channels enables airlines to automate the creation of intelligent offers, improving conversion rates and boosting efficiency.





Modern retailing, legacy connections

Rich-content NDC+ API, translation to legacy partners—airlines, agents, GDS, and distributors—and third-party, multi-modal supplier connections create smooth, clear communication across the order lifecycle.



No “big bang” necessary

FLYR’s modular product architecture is leading the industry, helping airlines transition quickly and easily.

- **Legacy connectivity** enables continuous distribution & servicing.
- **Fewer dependencies** ease burden on accounting & boost efficiency.
- **Simple, self-service configuration** & partner onboarding.

Thank you

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