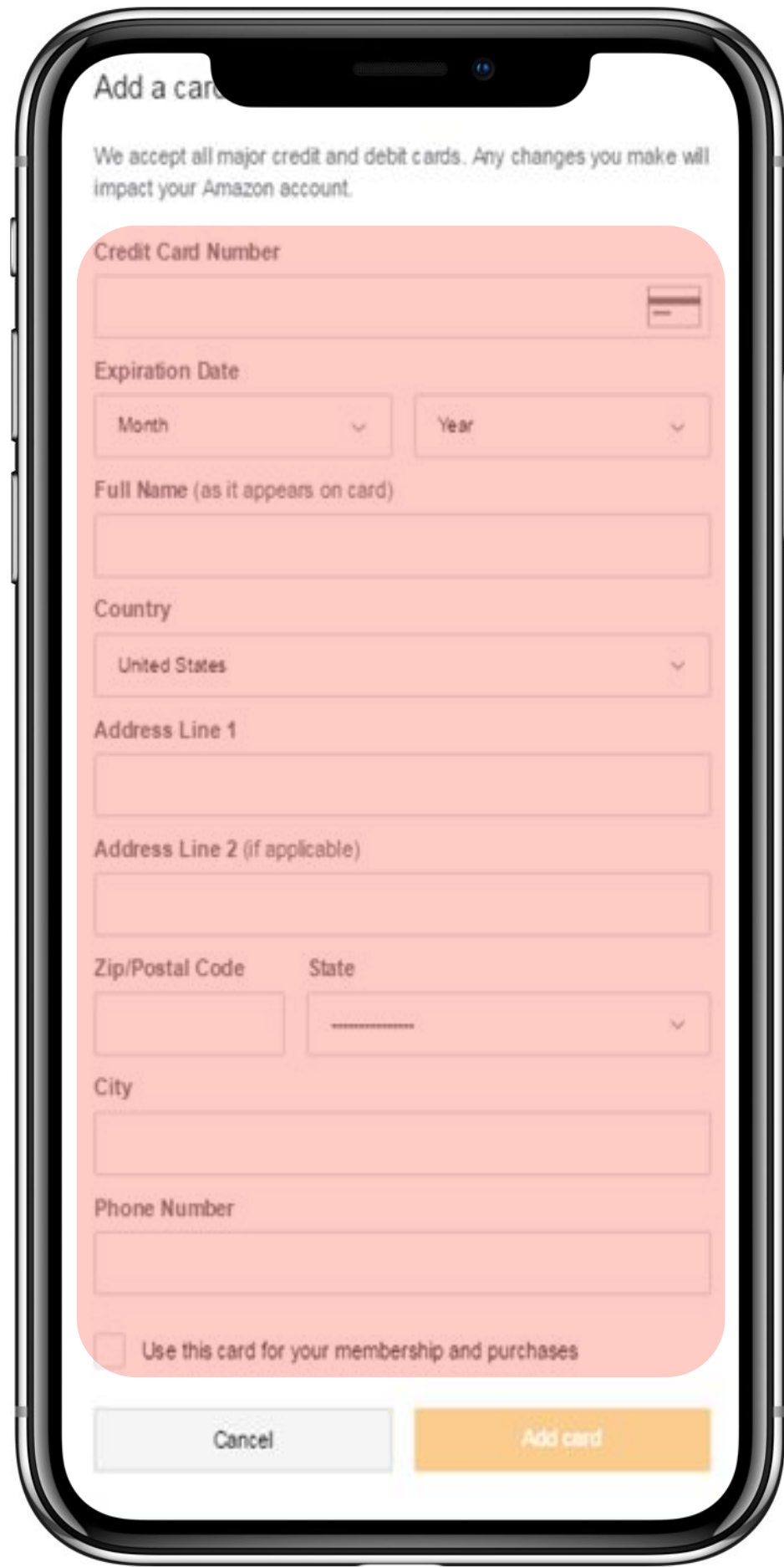


Payments with a Purpose

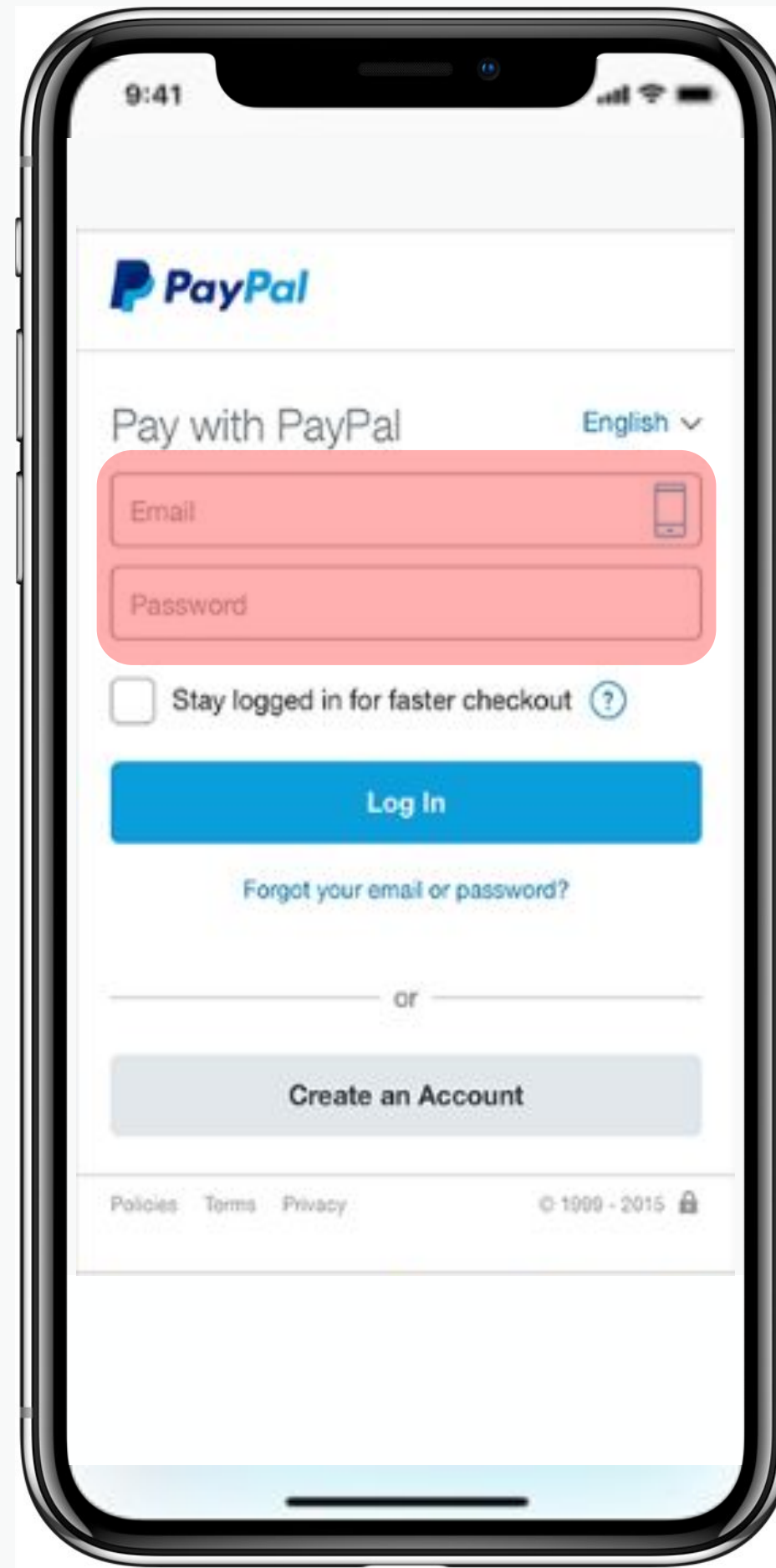
 Path to Personalized Airline
Retailing.

How Payments → transformed Retail?

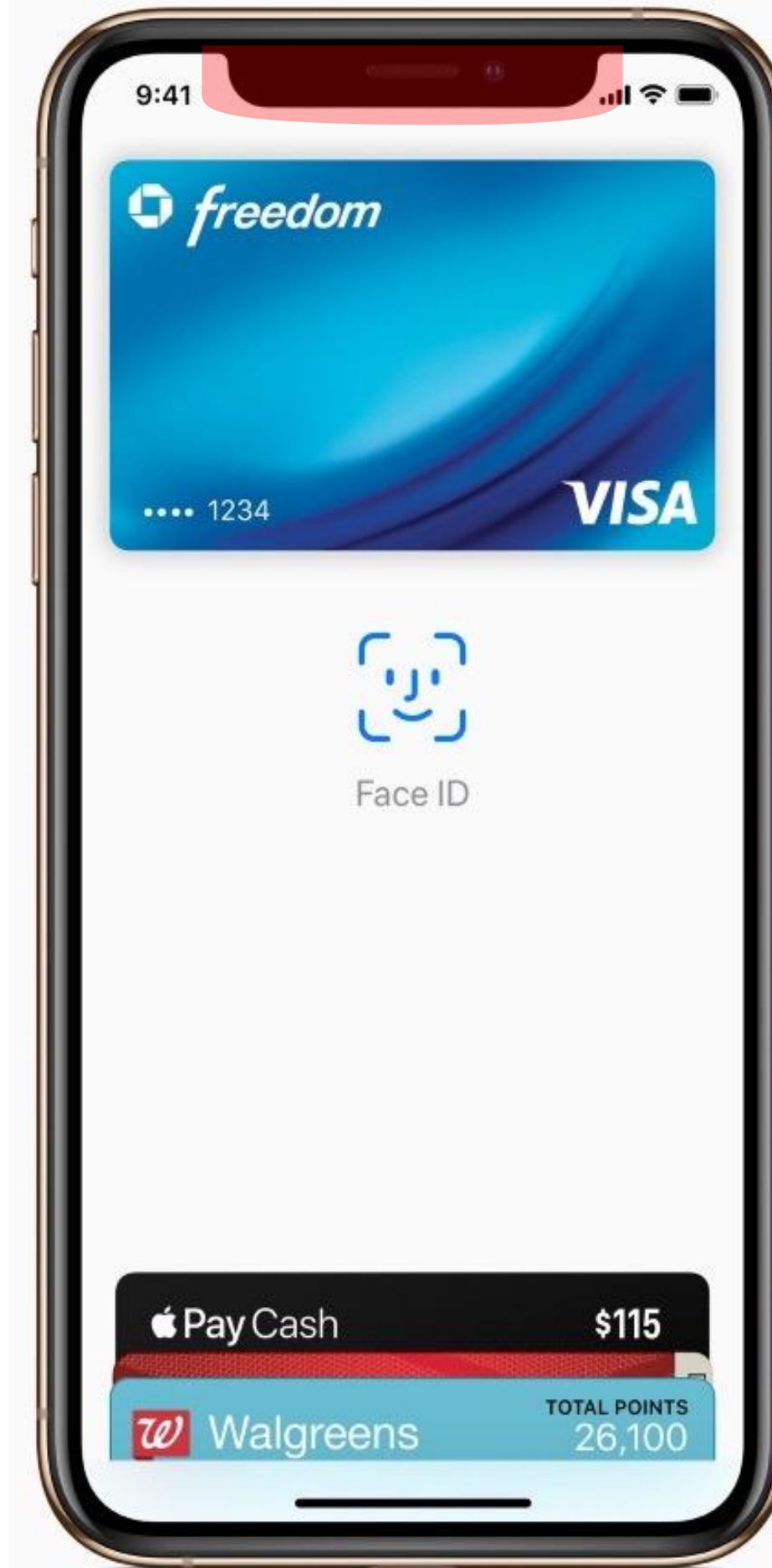




FRICTION



SECURITY



CONTACT



Payment Methods



Airline Perception of Barriers that prevent

Payment and Retail **Innovation**

73%

Complexity of Systems

Because all the systems in airline are built so they fit the needs of the PSS, any innovation would require complex changes.

18%

Insufficient Business Case

Integration would require changes in most of the systems and would require a lot of time and resources.

90%

Security Risks

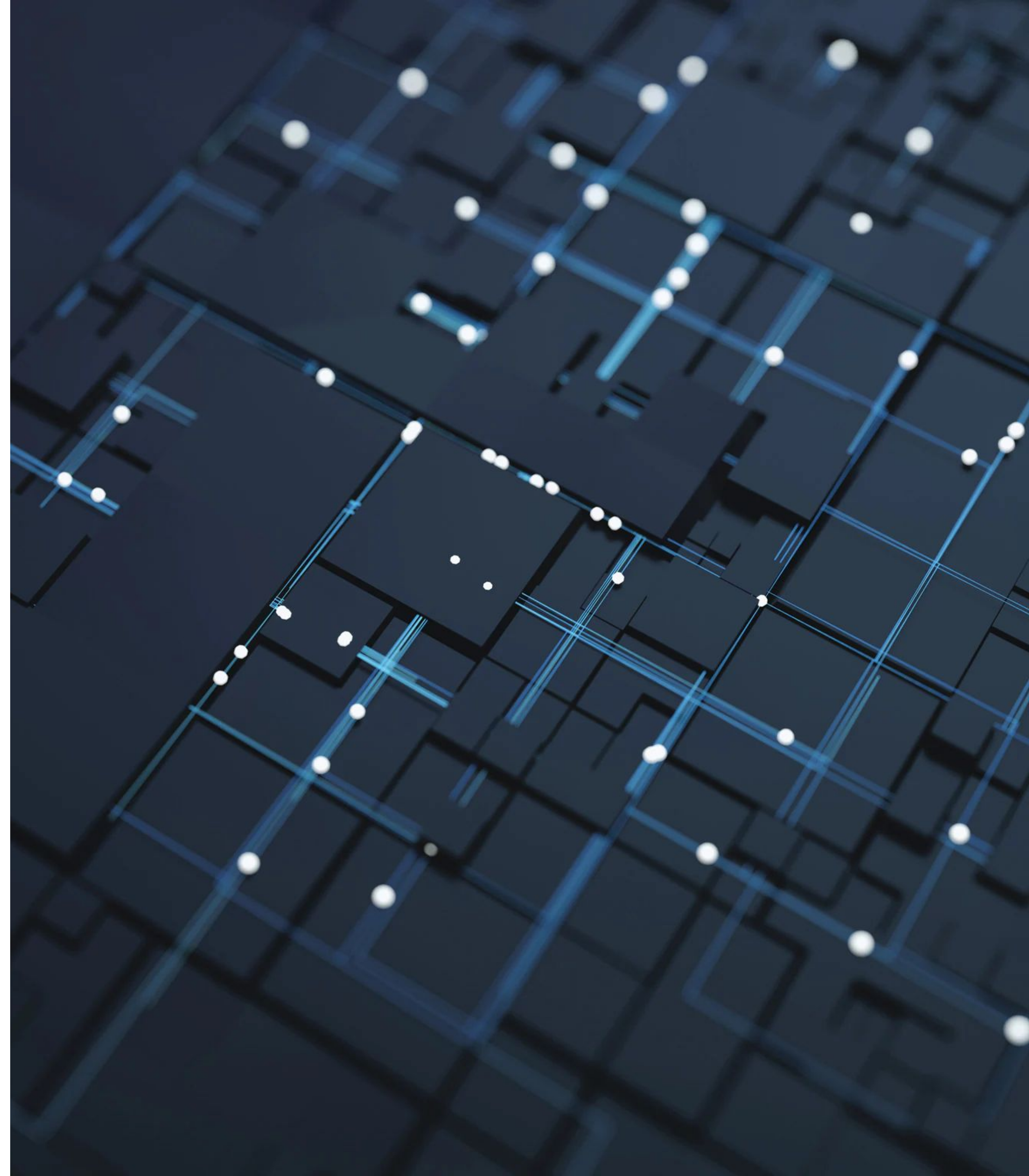
New payment methods bring different security risks regarding sensitive data protection, fraud management etc.

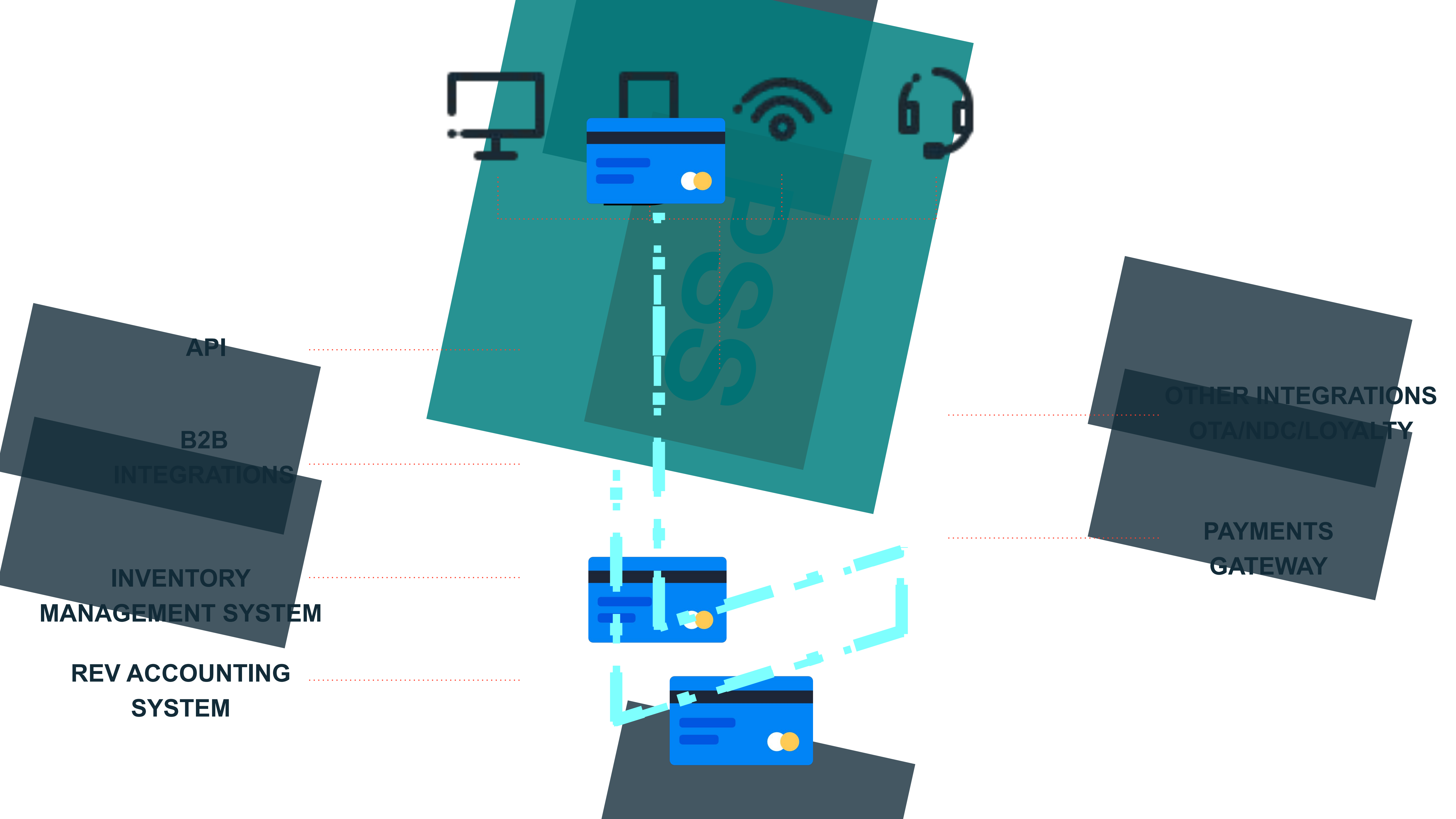
15%

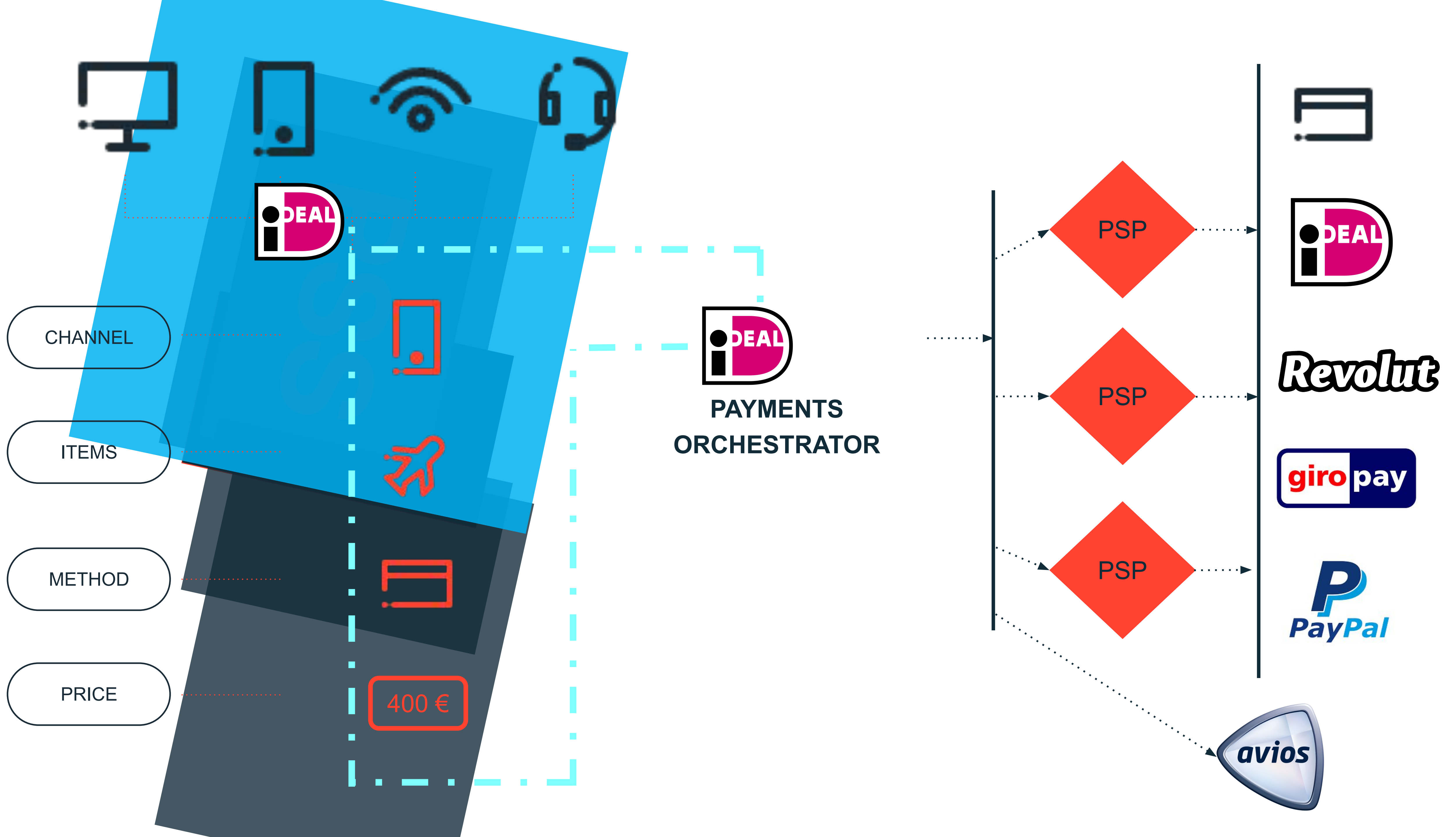
Payment Innovation

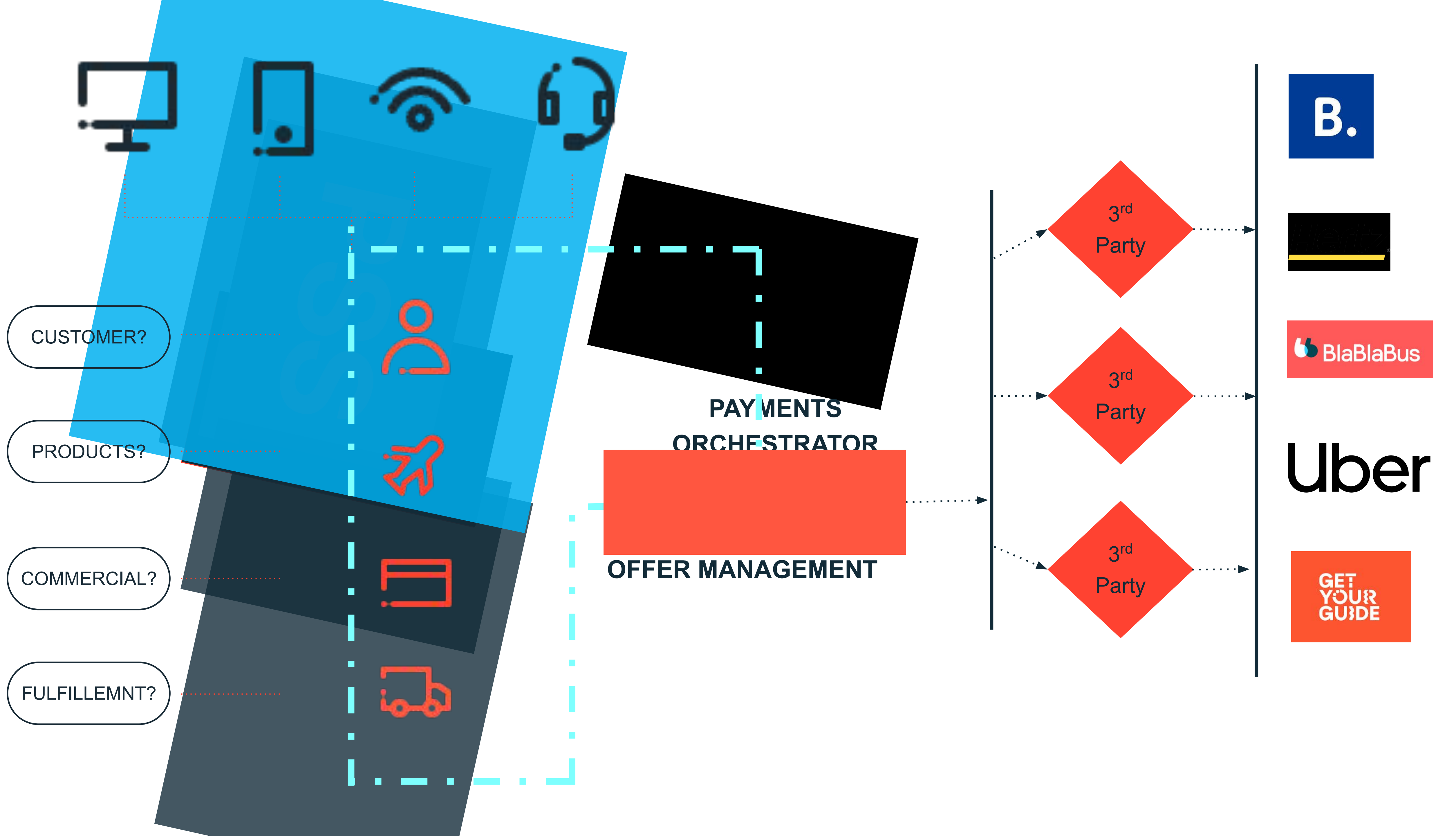
Only 15% of airlines even attempted innovating in payments. This represents magnitude of a problem but on the other side, an opportunity.

Entanglement and
→ how to solve it



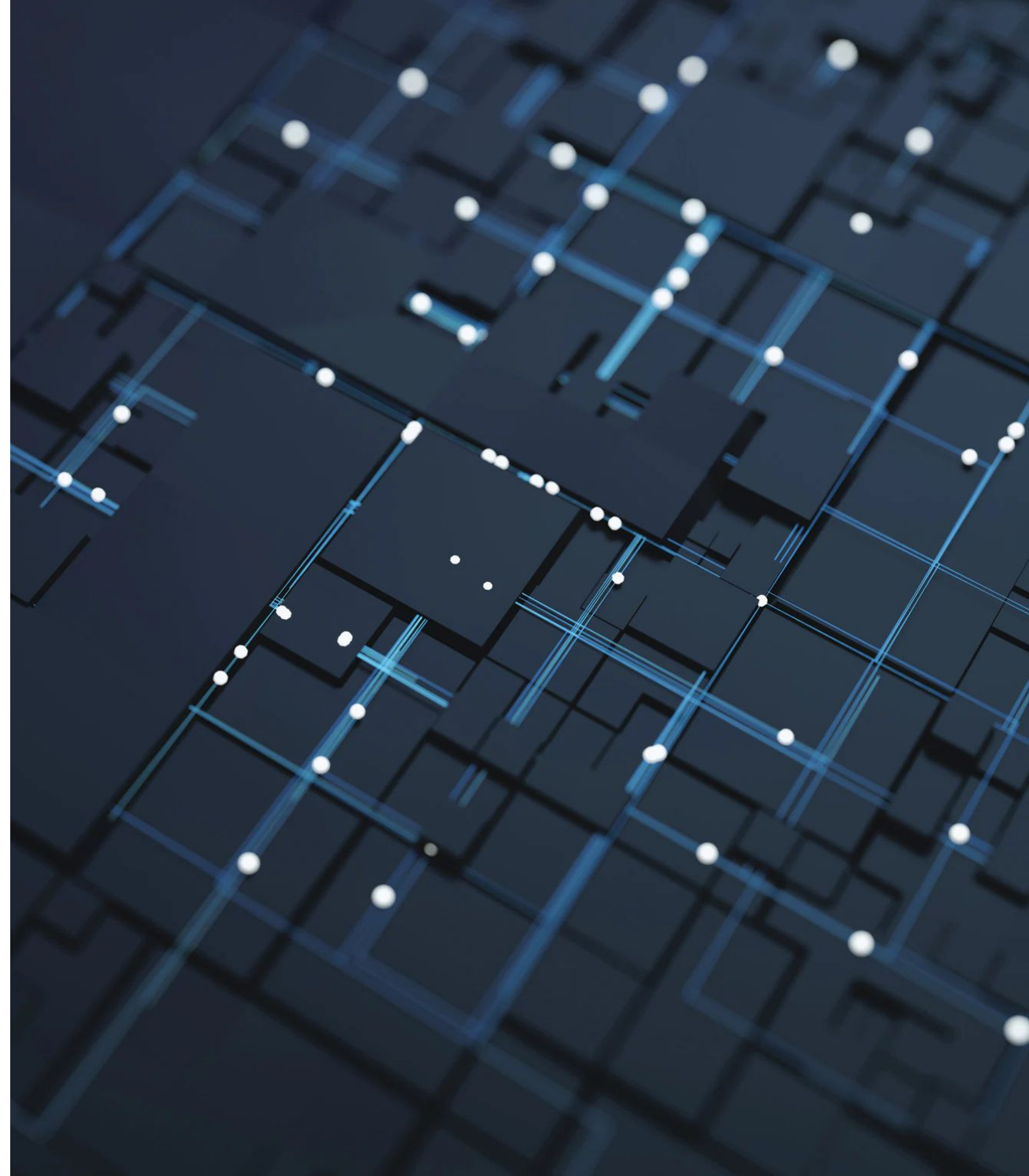




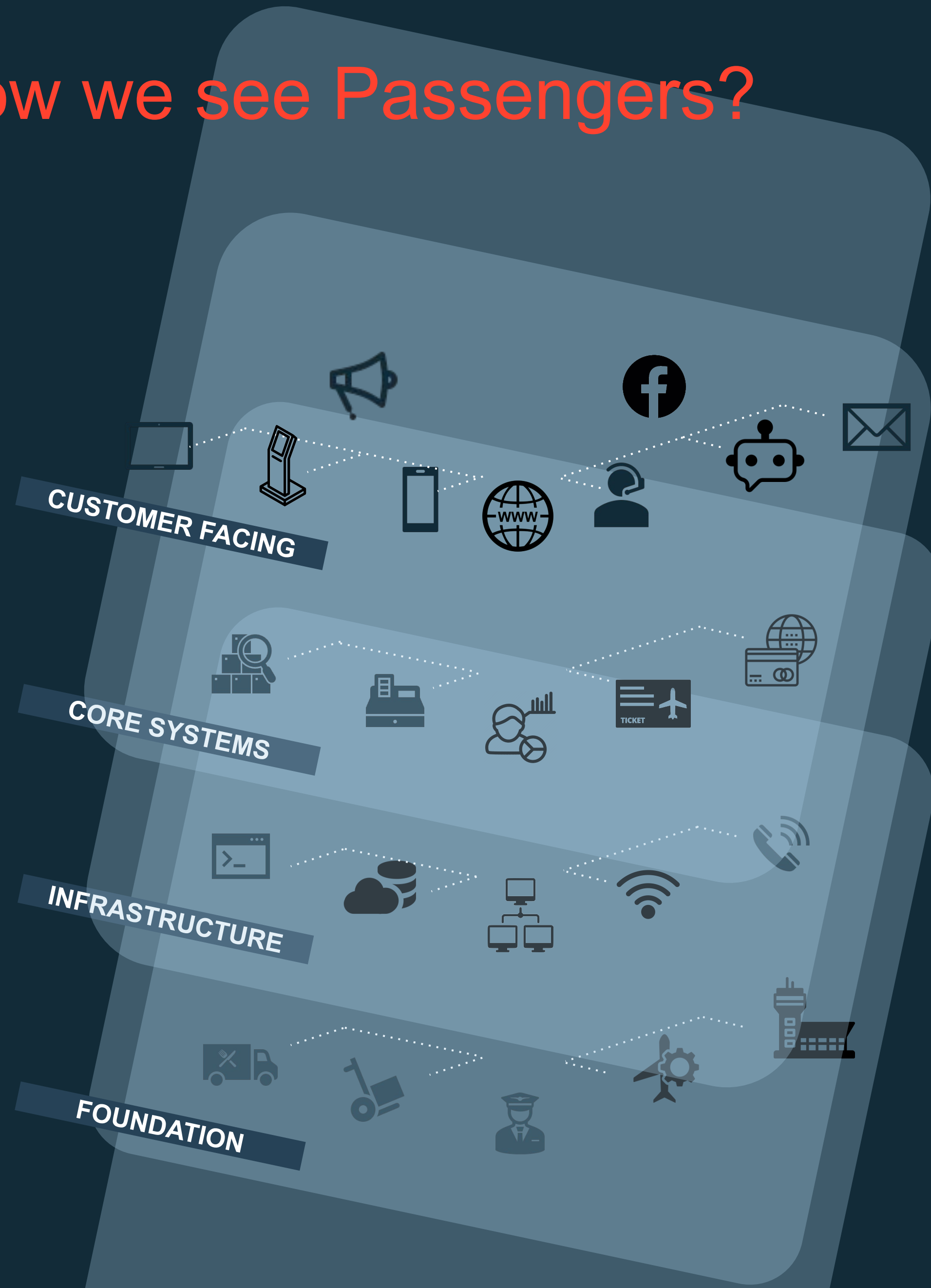


The Big Picture

→ Connecting Dots



How we see Passengers?



Wrong Message at the Wrong Time

Ineffective “One-size fits all” campaigns, incorrect and untimely messages that would vary per channel.

Slow Resolution Times

Limited Upsell Potential

Lower Loyalty

Lack of Data Strategy and Governance

Without clear Data Strategy, resources were spent on one-off services and reports with limited business benefit.

Inability to identify Passenger

100+ Reports

Latency in Data

Siloed Departments = Siloed Data

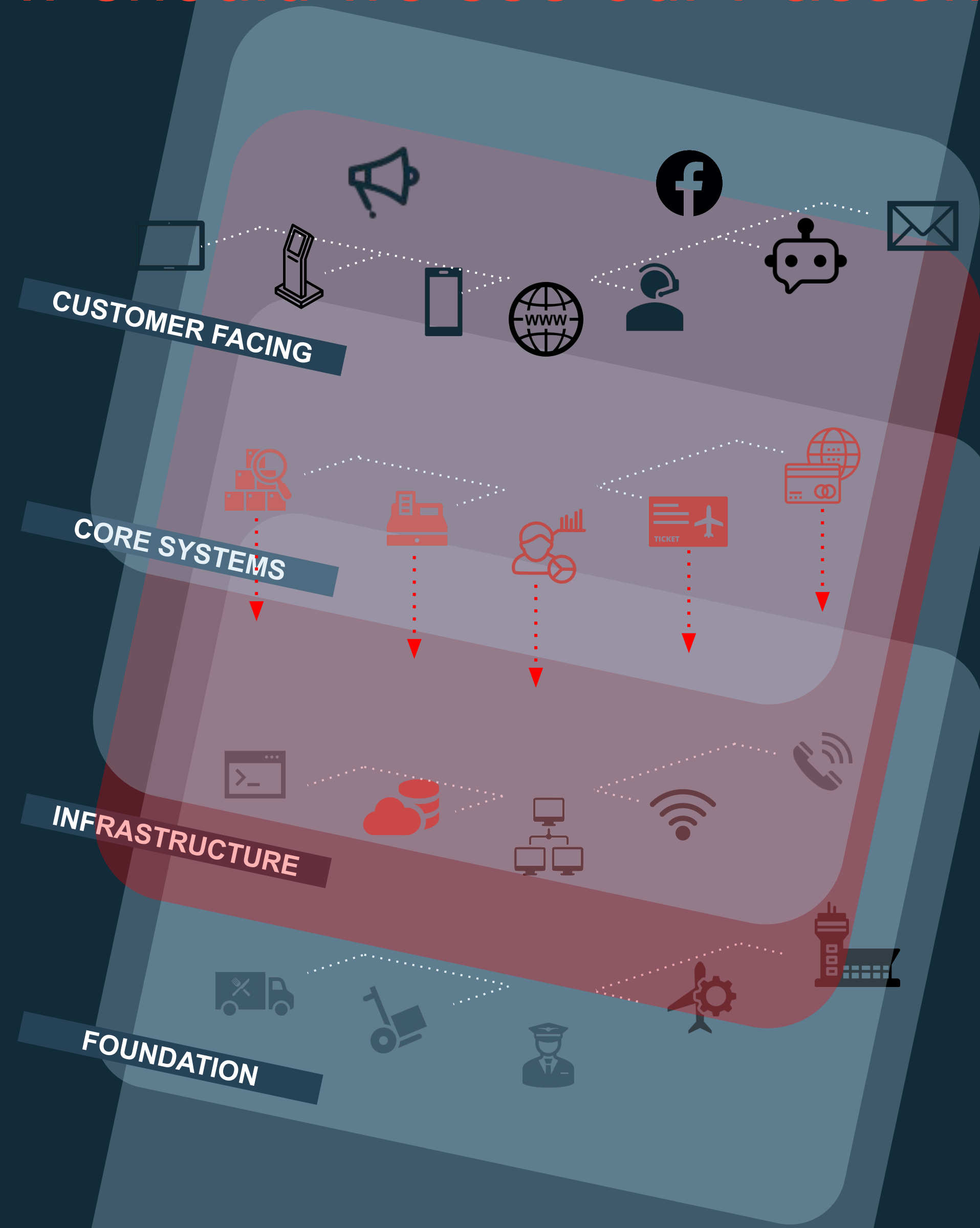
Data is disconnected and resides in different systems, accessible to specific departments for specific use.

200+ Systems

3rd Party Limitations

Legacy Systems

How should we see our Passengers?



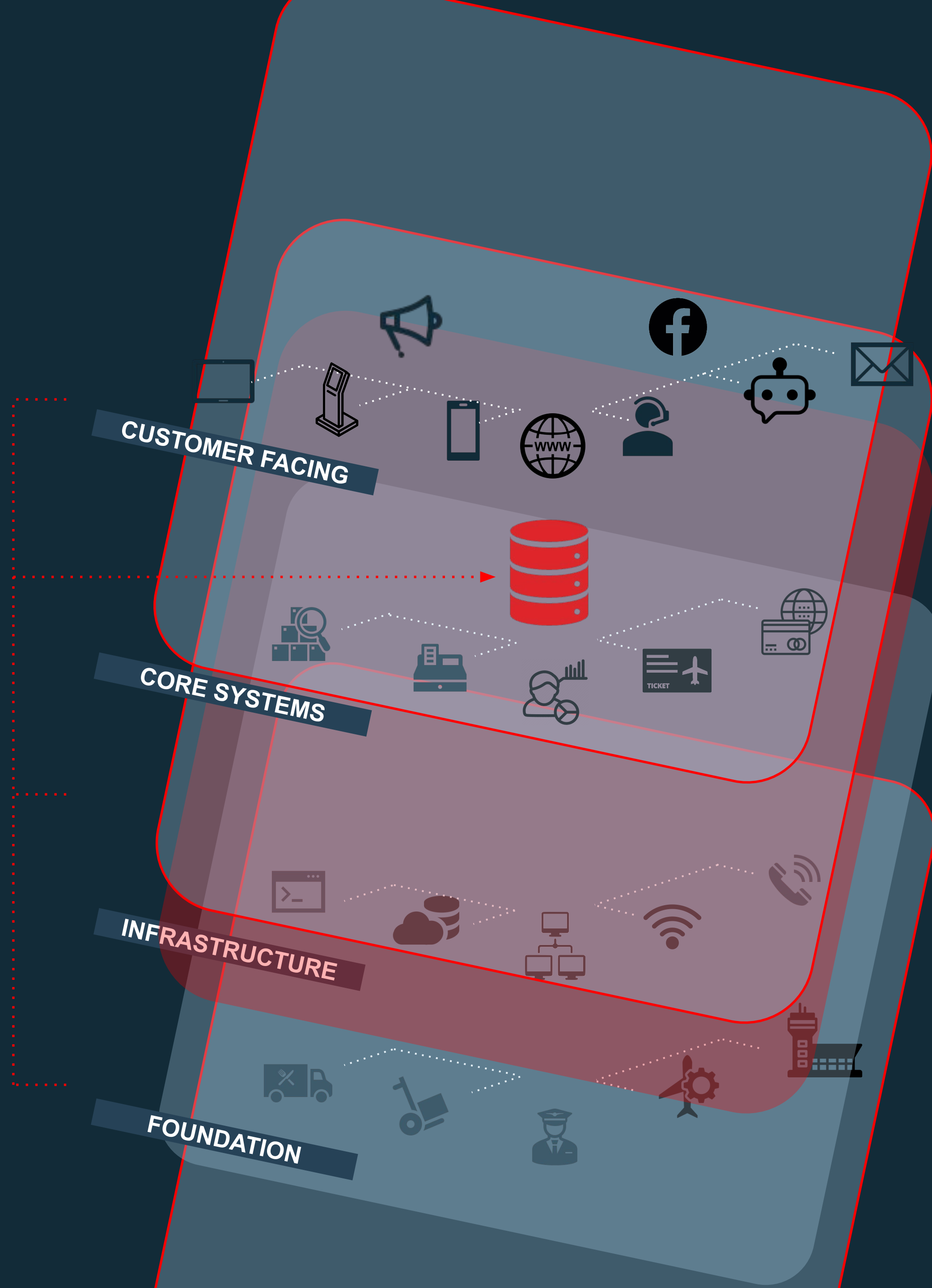
Unlocking Data from critical systems

We broke down data siloes by integrating critical systems (**PSS**, **Loyalty**, **DMS**, **CDP** etc.), enabling **real-time connectivity** and **data availability** across the organization.

Real-time Data
Flow

Unlocked Critical
System Data

Cross-Functional
Visibility



Trusted, Actionable **Data Platform**

Defined a strong **Data Strategy** with **governance** and **quality**, turning fragmented data into a **consistent, reliable source of truth** for all teams.

Single Source of Truth

Relevant and actionable Data

User Identity and Preferences

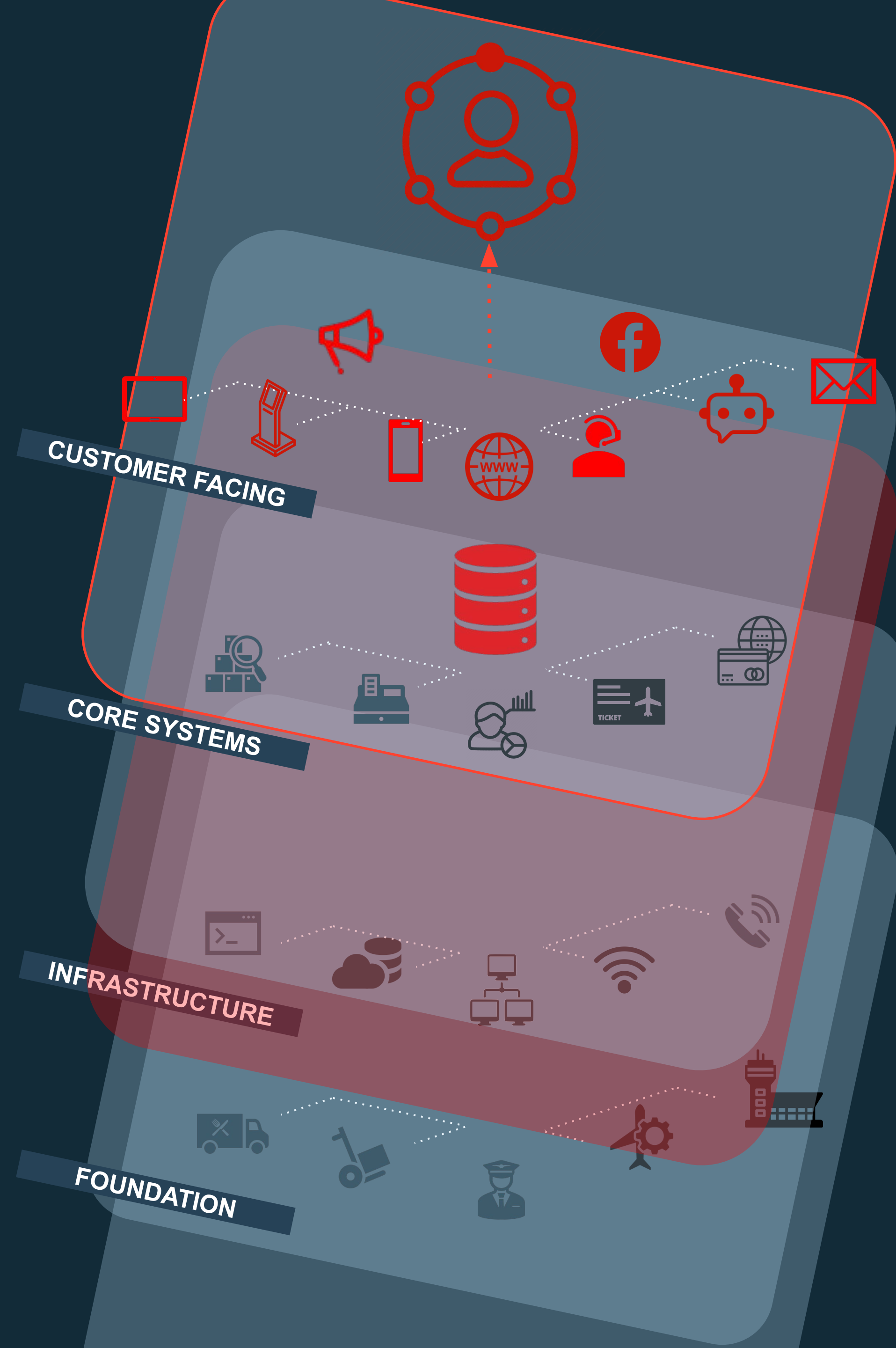
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Real-time Data Flow

Unlocked Critical System Data

Cross-Functional Visibility



Unified View of every User

Created a **360° view** of each user so the right data is available at the right time to drive **personalization** and **real business impact**.

Personalized
Actions

Targeted
Marketing
Campaigns

Tailored Offers

Trusted, Actionable Data Platform

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Cross-Functional
Visibility

From Vision to Execution

➔ Our Approach.

Foundation & Strategy



1 / Aligning Business goals with Technology

Unified business and technology objectives by aligning cross-functional teams around customer-centric outcomes.



2 / Data Strategy, Governance and Quality

Established a robust data foundation, addressing silos and governance frameworks to ensure accuracy and consistency.



3 / Integration and Data Extraction

Integrated systems (CDP, PSS, DMS, Payments, Loyalty etc), extracting and harmonizing data into a unified platform.



4 / Program Execution and Governance

Delivered the transformation in phases with governance, change management, and cross-departmental alignment.

Right Partnerships

Cloud



Microsoft



Google Cloud

Data



snowflake®

databricks

CRM, Marketing & Personalisation

salesforce



SITECORE

Artificial Intelligence



OpenAI

Google Agentspace

