



e-Aero
E-commerce platform

Aerolabs – products and services

Usability audit,
Web- design

E-commerce
solutions

On-line checkin

Consulting in
aviation

CRM and loyalty
programs

Registration and
luggage payment
kiosks

SEO – promotion

Payment
solutions

Mobile
applications

*Individuality in details,
Perfection in development...*



Aerolabs

Airlines systems

For airlines, aspiring to increase the share of their On-line sales. E-commerce platform, technological services, business processes optimization.

Our work experience in development for aviation is more than 10 years. During that time we gathered experienced team consisting of more than 20 specialists in the field of travel.

- **Alex Stolyarov** – Airlines project manager for more than 5 years
- **Pavel Panteleev** – Headed e-commerce at JSC «TRANSAERO» for 8 years, for more than 4 years worked for air company C7
- **Oleg Gruzdev** – For more than 5 years is a head developer in airlines systems projects

We help to increase sales and maintain positive changes in customers loyalty.

Founded in 2011, Head office Moscow, RF



We are trusted

Aerolabs is included into the same group as Aeroinform, and appears to be one of the crucial developers of PJSC «AEROFLOT»



For many years Aerolabs was the main developer of OJSC corporation «TRANSAERO»



Aerolabs is one of the key developers of government company Air Moldova



Aerolabs is one of the developers of Ostrovok.ru – leading hotel operator in CIS



For many years we cooperated with leading tour operator Biblio-Globus



Aerolabs – Integration experience



CHRONOPAY



ВТБ24

Большое преимущество



Travelport

Galileo



GAZPROMBANK



ЕВРОСЕТЬ



opentravel

setting the standard



Lufthansa Systems



United Card Service

SIRENA



TRAVEL

РБС

рунет бизнес системы

ПОЛНОМОЧНЫЙ ПРЕДСТАВИТЕЛЬ ДЛЯ РОССИИ

Sabre

Airline
Solutions.



Aerolabs – 2014-2015 results

1

1 000 000 PNR

2

5 000 000 Aviation segments sold

3

12 000 000 On-line registrations

4

15 000 000 USD saved

5

1 000 000+ in Loyalty system

Up-time
99.8%



WEB development strategy



We suggest fundamentally new complex approach

Before we start developing some product we do the inspection of the Company business-processes as only in such way it is possible to achieve the result.

We necessarily create the Usability-audit of current or new design before introducing something.

You may use our advice and refine the design with your vendor or order the product of the highest quality from us.

Key products

AERO
LABS



**Aero-
Check-
In**

On-line
Checkin for
airlines

**CRM &
Loyalty**

*CRM,
Personal cabinet,
My booking,
Loyalty*

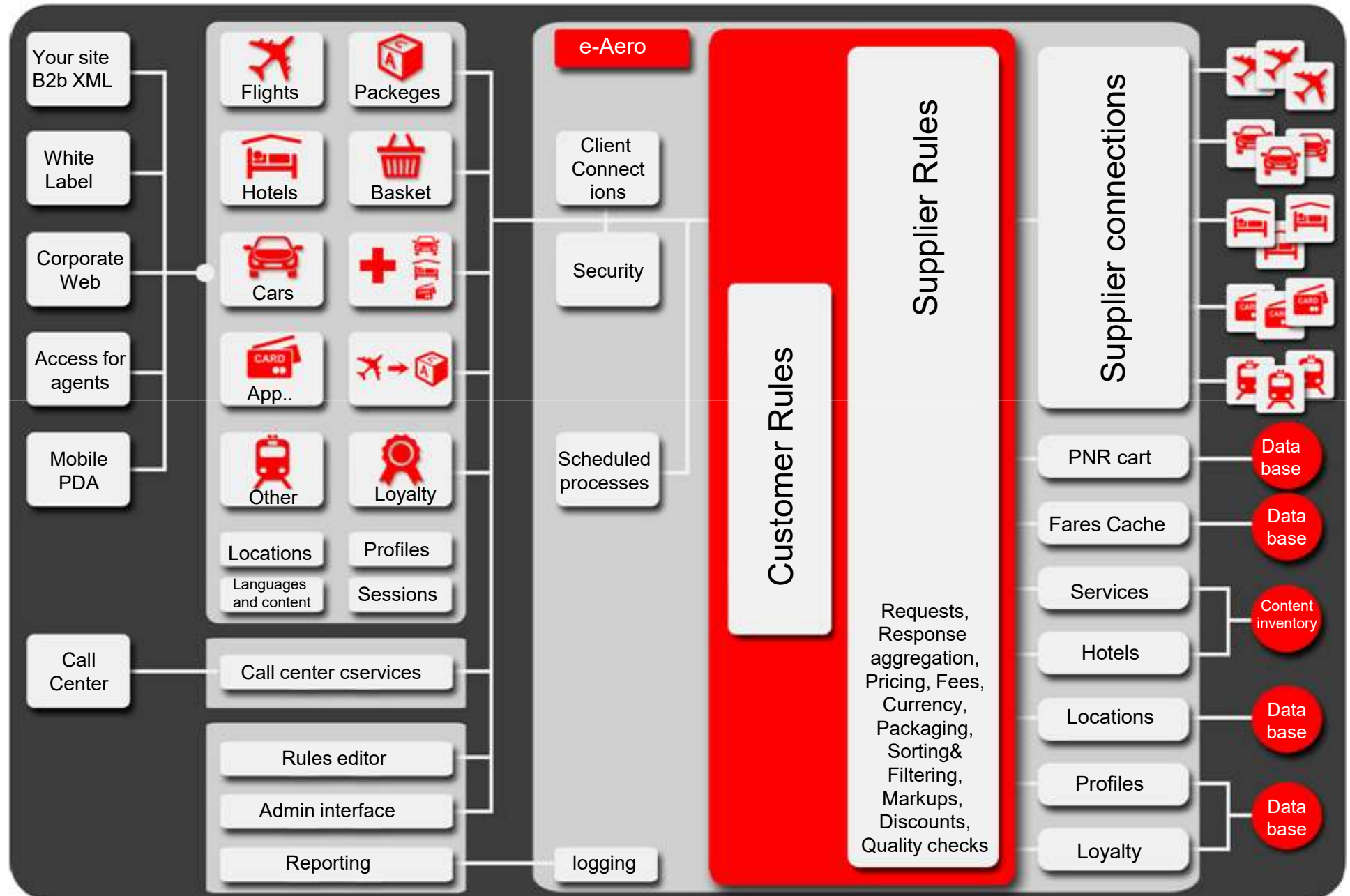
**Meta
search &
Fares
Platform**

*Database,
Cache,
Integration
bus*

e-Aero

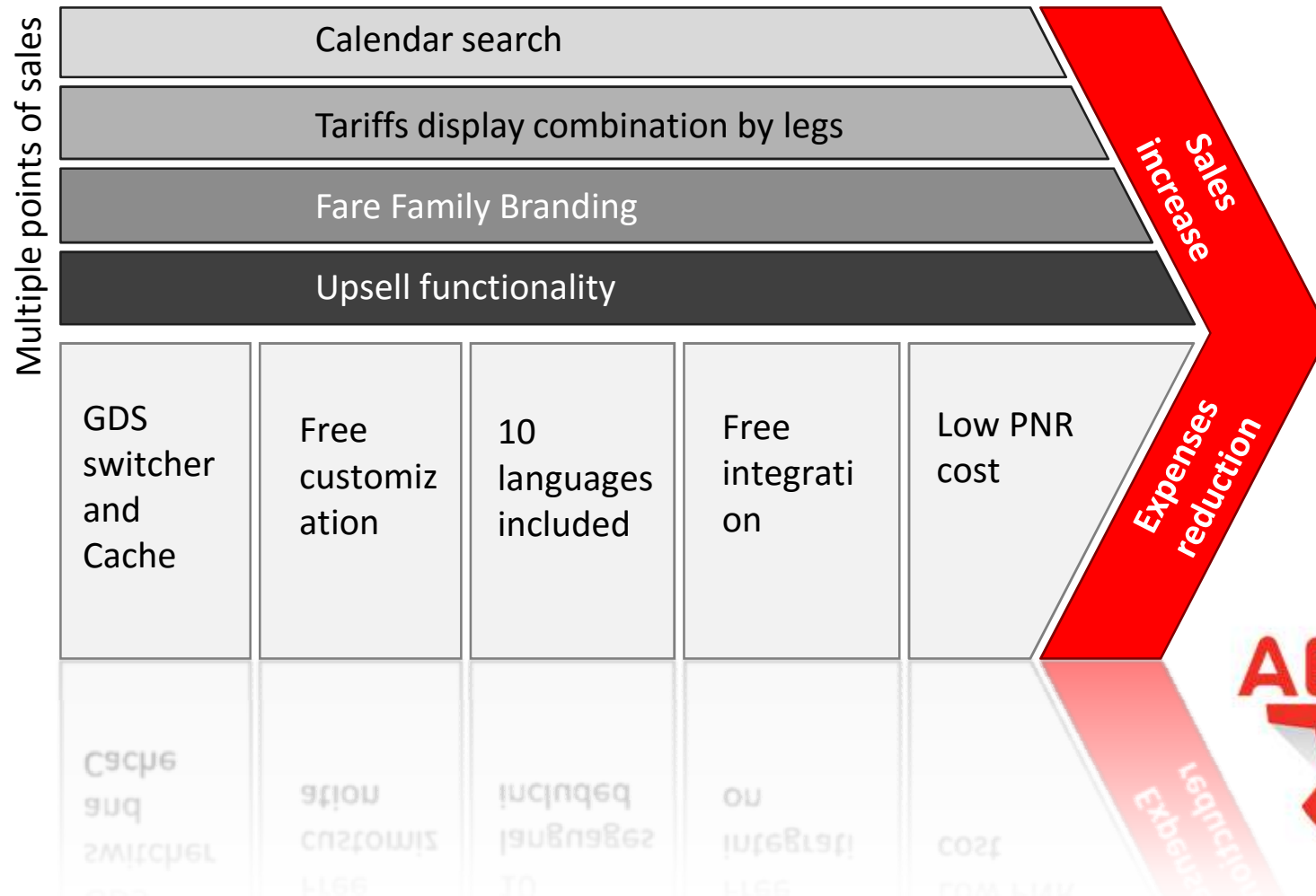
E-commerce platform
for airlines

e-Aero e-Commerce platform



e-Aero e-Commerce platform

INTERNET BOOKING ENGINE – Main advantages



e-Aero e-Commerce platform

Findings, results, suggestions

OJSC «TRANSAERO» – introduction of e-Aero for air ticket sale in 2014

Well-warranted result: Immediate Internet sales growth by 40% after launching a new platform in 2014

WEB-sales increase over a period of 2014 – 2015 from 500 mln. RUR. /month to **2,3 billion** rubles per month

Expenses reduction for Internet Booking Engine from 1 700 000 \$ to 470 000 \$ over a period of 2014 – 2015

We guarantee minimal growth after transition to our platform by **15-25%**

We guarantee reduction of your expenses for Internet sales system by 30-40%.



CRM & Loaylty + Members area

Customer service stimulates effective commercial activity

«Who are my clients, how loyal are they, why and in what is their potential value?»

«How can I increase profitability and be more effective with my resources using customers data?»

«What customers appear to have the highest risks of their loss and what can successfully help to keep them?»

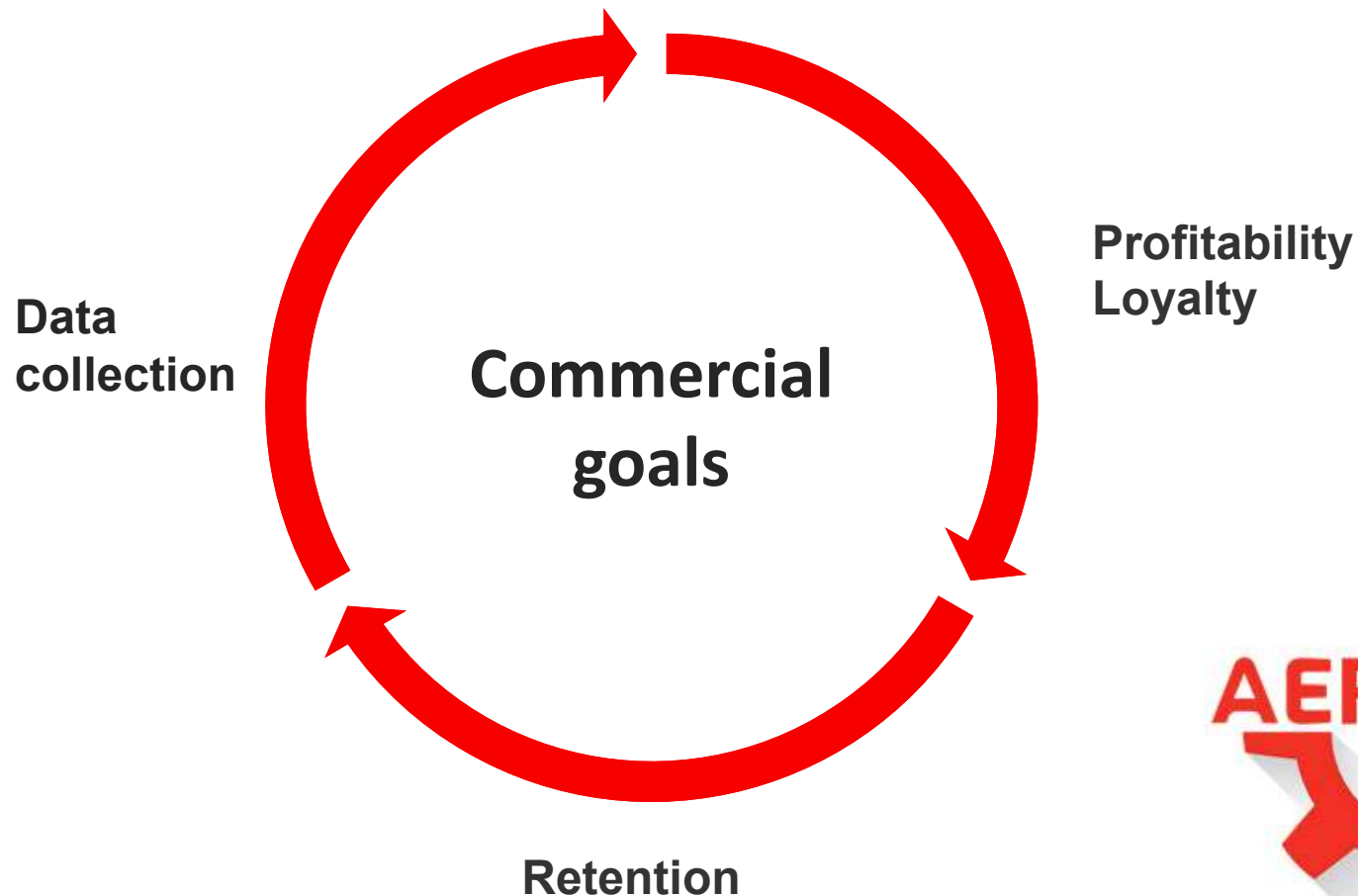


CRM & Loyalty + Members area

It is necessary to make the most from the relationship with customers....

How to do it?

«Business analytics» provides answers to these questions



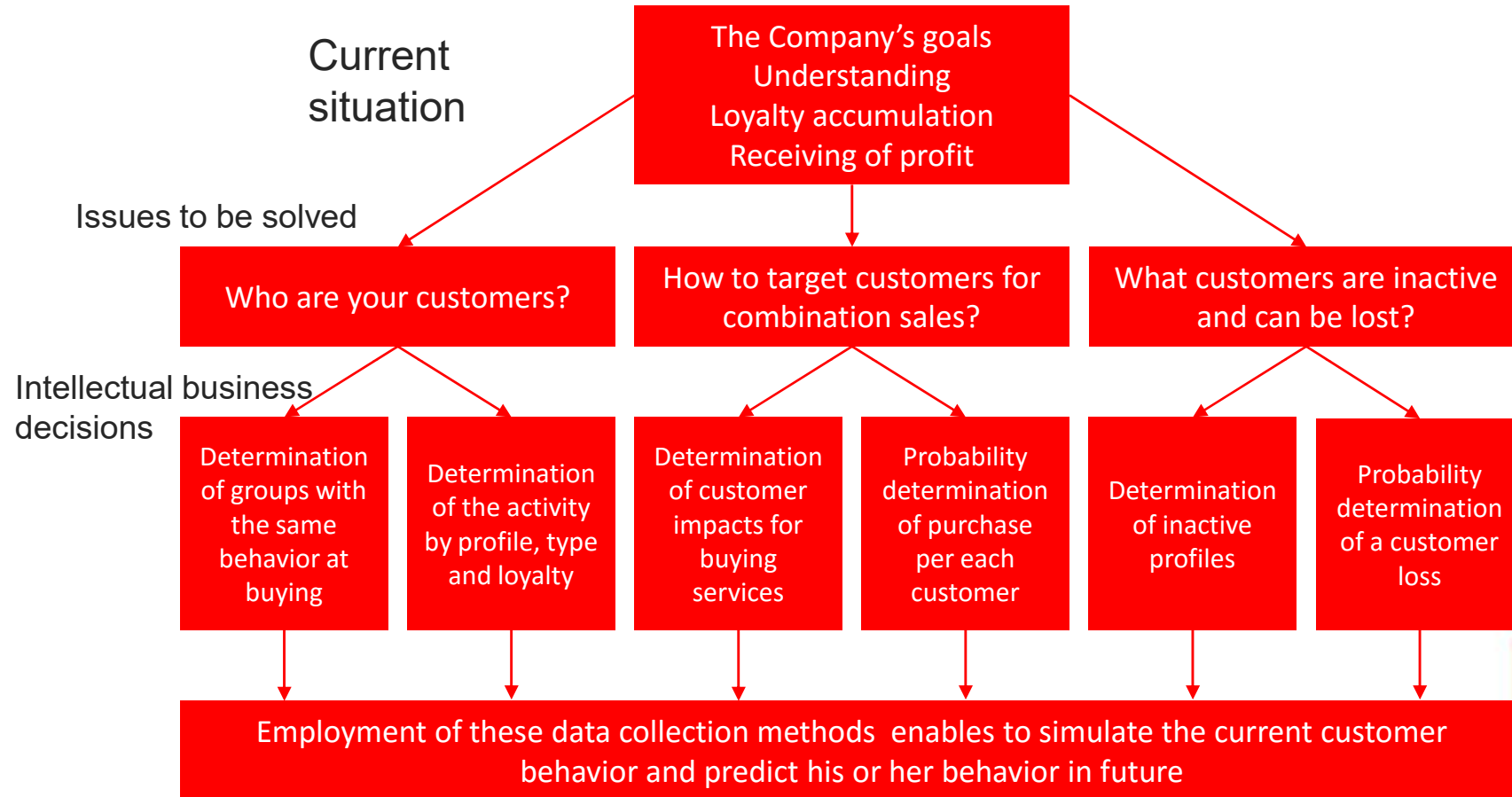
CRM & Loyalty + Members area

CRM & Loyalty is a tool that makes it possible to manage all aspects in your customers profiles

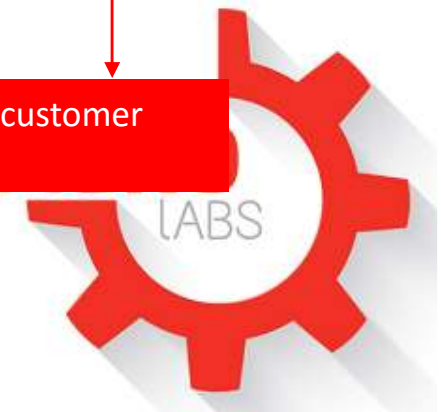
- Integration with the airlines Web-site
- Flexibility and adaptation to individual needs of airlines
- Data exchange with other partners (Airlines, banks, hotels etc.)
- Corporate customer support
- Easy to use due to users Web-interfaces
- Collection of customer data from different sources
- Customer behavior Analysis



CRM & Loaylty + Members area



a-Loyalty makes it possible to make correct decisions and focus on solution of customer needs for profit and revenue maximization



CRM, Loyalty and Members area

a-Loyalty fully supports loyalty functional for the Program participants: natural persons, corporate, partners and back-office for an airlines employees

- The accumulation and disposal of awards (score points, miles, marks etc.)
- Different categories (for example, gold, silver, platinum etc.)
- Partner programs integration
- Corporate customers
- Administrative interfaces
- Formation of special offers (customer base distribution)
- Export\import of accounting
- Feedback, Call-center support (incident management etc.)
- Customer behavior analysis, forecasting tools



CRM, Loyalty and Members area

a-Loyalty offers a huge amount of information in order to help you to know your customers better, to build business-processes more effectively and to focus on the most valuable customers

Improving the understanding of customers

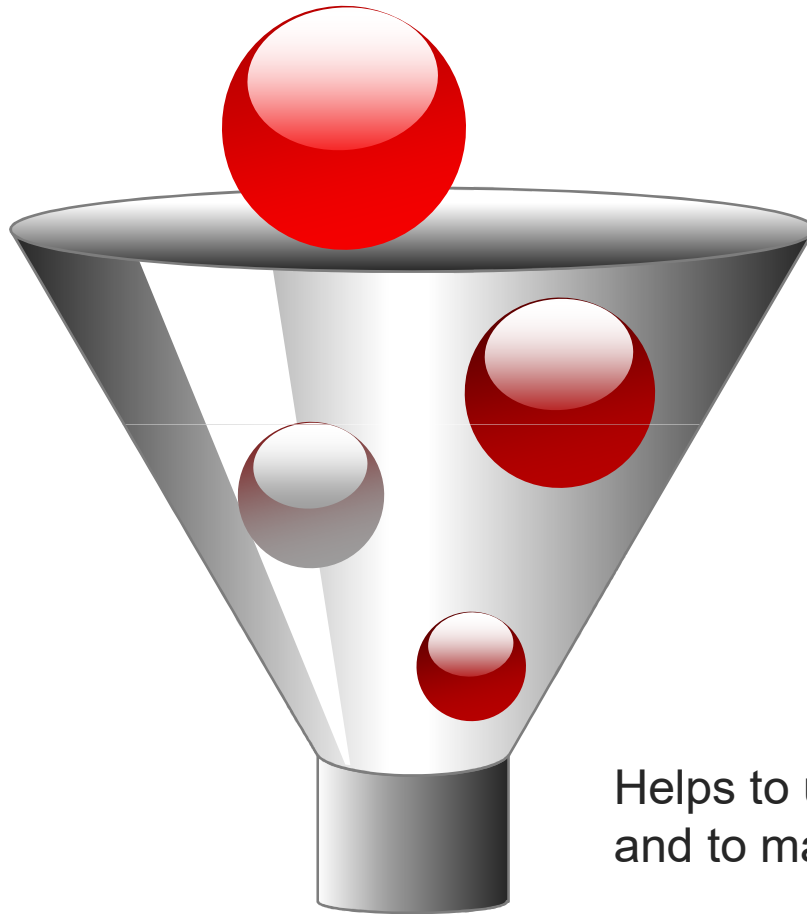
- Forecast of customer behavior in future
- Identification of potentially profitable customers
- Planning of marketing campaigns
- Optimization of marketing resources
- Focus on high-margin products promotion
- Improved customer service

Creation of incentives stimulating for long-standing cooperation
(repeat purchases)

The increase in sales revenue
(from 20 to 30%)



CRM, Loyalty - Analytics



Sales trends in real-time mode

- Top sales trends
- Analysis of sales by class
- Dynamics of sales by period
- Analysis of sales areas depth

Helps to understand the situation on-line
and to make the right decisions

Helps airlines to sell more effectively and to earn
from 20% more



On-line check-in

We offer a unique product which is developed in the world by no more than 5-6 companies

- Integrated with SITA and other DCS
- Multi-registration
- Dynamic map of places with the ability to pay for the comfortable seats
- Mobile version
- Boarding pass in any format, Mobile boarding pass, QR-code
- Registration is available from any airport, even if it has no DCS-host
- API integrations
- Sending of boarding pass by email and SMS
- Integration with Social networks



On-line registration

Registration from Airports where there is no host DCS –
Additional module **a-Check-in+**

- The registration is carried out in the own DCS of the air carrier
- At the end of the registration a-Check-in+ module is started

a-Check-in+ has a built-in scheduler and carries out the set of necessary actions:

- Seat number is registered into a reservation file
- Sending of PNL is performed in a universal format into an airport (registration point) to handler.

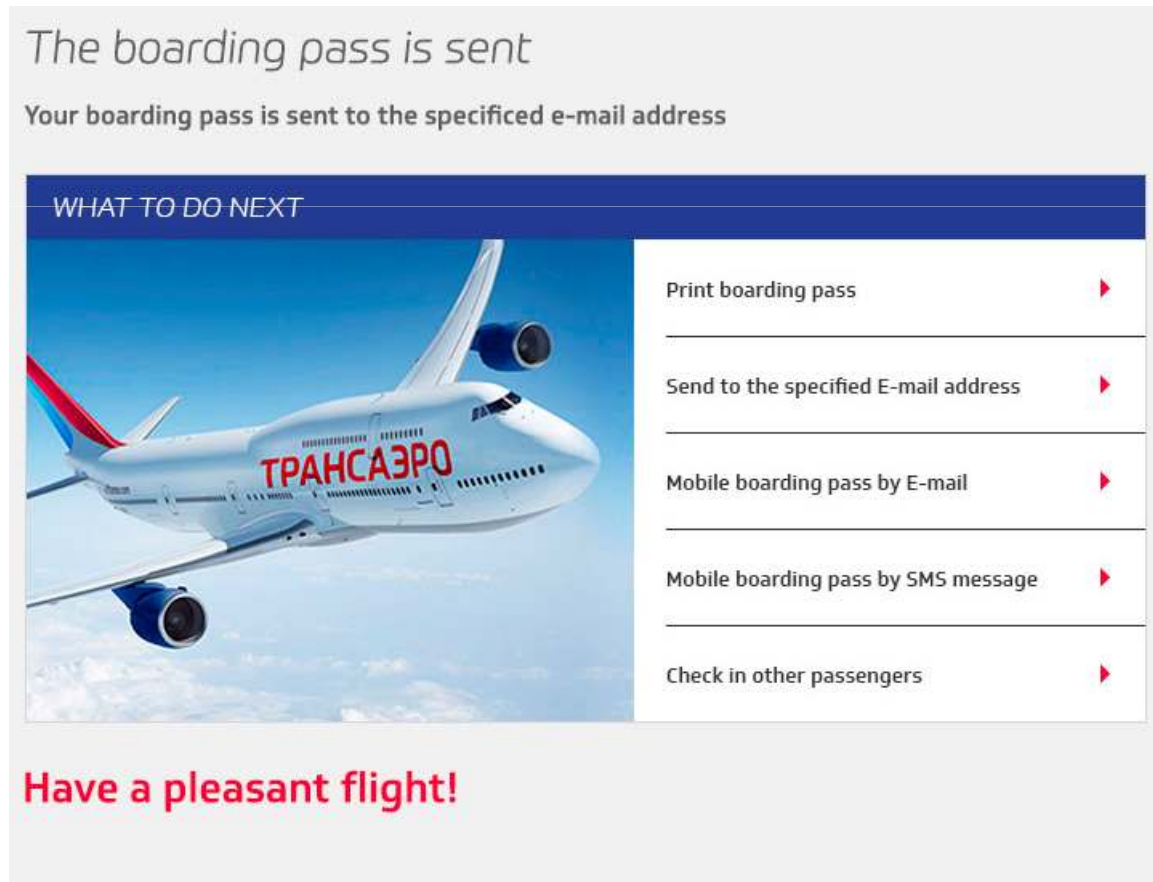
a-Check-in

- Provides problem solution of on-line registration launching practically in any airport
- Permits to save from several tens to several millions of dollars per year



On-line registration

The results achieved with
Transaero airlines



2014-2015

- 700 000 registrations per month
- 100% airports
- Saved \$12 mln
- Customer data transferred into CRM system



e-Aero – Acquiring

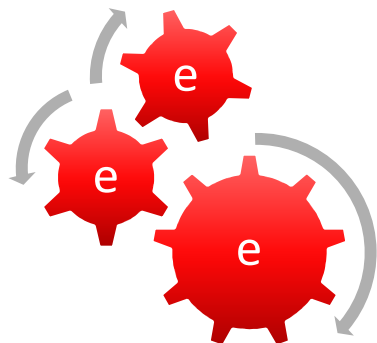
AERO
LABS

Payment on-line

Aerolabs e-Commerce platform has already been integrated with PSP systems, VTB 24 Bank, Gazprombank, PSB, Wire Card and others.

We offer options for airlines –

PSP integration with the commission for acquiring from **1,5%** by **Visa \ MasterCard** including all additional charges. Rate reduction is possible.



3D Secure/Secure Code and FRAUD-monitoring are included.

Registration and luggage payment kiosks

- Autosearch of PNR and tariffs for extra weight luggage by Bag tag
- Luggage rates directly from airlines DCS
- MCO (EMD) copying and sending in any format



Registration and luggage payment kiosks



Our experience

Registration and extra weight luggage payment kiosks for Transaero airlines

1. Transaero Airlines carried 12 million passengers in 2015
2. 65% of passengers used on-line registration and extra weight luggage payment services



WEB Protection

AERO
LABS

Web protected



Option for airlines

- DDoS protection
- Bot protection system
- Backdoor protect
- Cross site scripting protection
- Illegal resource access protection
- SQL injection protection
- Remote file inclusion protection

Global CDN, Web-site caching and acceleration

Site speed improving by 30-40%

Thank you

