

# Airline Connectivity has never been so easy



Open AXIS Group Newsletter

December 2011

## Standards. Advocacy. Support. Innovation.

The Open AXIS Group set out to expand the adoption, promotion, enhancement, and maintenance of a robust airline industry standardized XML schema capable of delivering comprehensive functionality to both the supply and demand sides of the travel supply chain.

As we enter our sixteenth month of existence, we have made some remarkable achievements. Membership has climbed to over 40, including 11 airlines and TravelSky, China's dominant provider of passenger reservation

systems distribution and technology solutions for all major Chinese airlines.

In the last year, Direct Connect Distribution has seen some significant milestones, including landmark agreements between airline members and key travel distributors—most notably agreements between Air Canada and Travelport, and American Airlines and Priceline.com.

Additionally, we have seen member growth outside the US and Canada with Copa Airlines in Panama, Air France, and KLM all joining the group.

Reporting

Direct Connect

XML Standards

Travel Authentication

**Distribution 2.0** continues to garner support and acceptance. Distribution 2.0 is no longer written in quotes. It is now synonymous with the evolution of travel distribution.

But we can do more. We can always do more. We can continue to push for standards that will



make adoption of Distribution 2.0 a reality throughout the travel industry. Standards will make connectivity easy, and when connectivity is easy, there will no longer be any excuse to put it off.

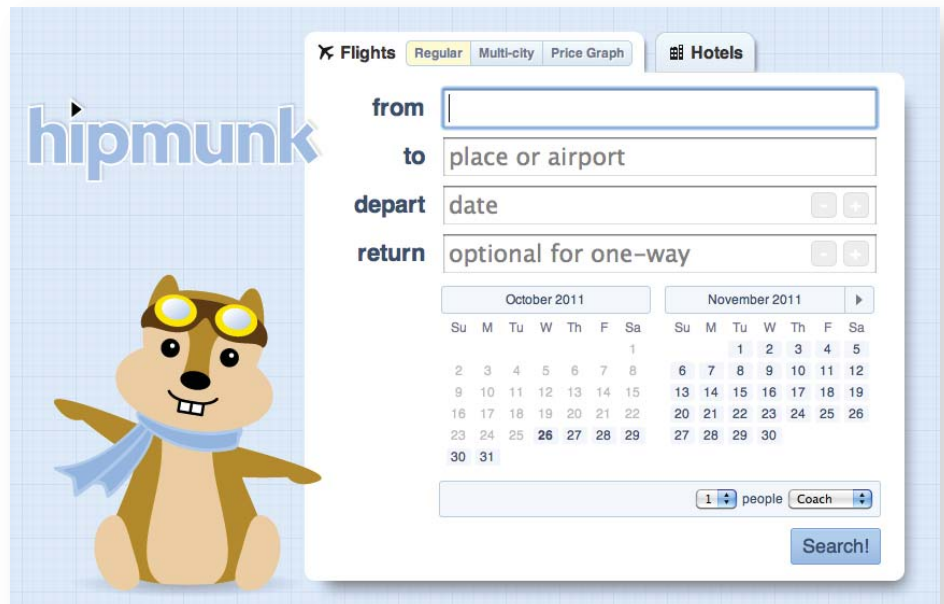
## Hipmunk to Sponsor Customer-Centric Meta-Search Working Group.

As part of the Open AXIS Group's Customer-Centric Search and Response Initiative, Allied Member **Hipmunk** will sponsor the Customer-Centric Meta-Search Working Group. The working group will examine the benefits of traveler authentication inside the search transaction, and discuss the standards necessary for this type of airline connectivity at the B2B2C level.

A major principle of Distribution 2.0 is knowing "Who's Asking." As the Meta-Search sites grow in popularity and usage, it seems only natural that they too embrace and employ traveler authentication.

Search response directed to a "market segment of one" benefits not only the airline, but also the search site by building loyalty and creating that feeling of specialness for the customer.

Imagine the power of customer Jane Smith logging into a meta-search site and having results



returned to her that are not just the generic flight results returned today, but a specific offer tailored just to Jane Smith because Airline Z knew who she was at the time of search. The possibilities and benefits are endless, and this working group will help to make this a reality.

## Did You Know?

Did you know that **32%** of the world's and **65%** of North America's airline seats are bookable via Direct Connect technology using the Open AXIS Group XML standard?

# Farelogix Launches iflybags

Technology provider and Open AXIS Group Allied Member Farelogix launched the website **iflybags.com** — a free checked baggage calculator that makes it easy for travelers to determine how much checked baggage they are allowed to take on a flight and what it will cost them.

Using patent-pending technology, **iflybags** will also evaluate, optimize, and present the best combination of checked bags for multiple travelers on a single itinerary, taking into account traveler frequent flyer status. For example, if one traveler in a family of four has frequent flyer status and benefits from reduced checked baggage fees, iflybags will recommend that traveler check more bags than the others to save money.

“While the majority of airlines today charge for checked bags, baggage allowances and fees differ by airline and often create confusion for travelers. What we’re doing with iflybags is taking the confusion and frustration out of finding out how much baggage travelers are able to take with them on a flight and the related costs,” says Jim Davidson, CEO of Farelogix. “The goal with iflybags is to ensure that no traveler arrives at an airport without knowing what their checked baggage allowance and fees will be.”

**iflybags** uses industry-standard data from the Airline Tariff Publishing Company (ATPCO), the world’s leader in the collection and distribution of airline fare and fare-related data and Open AXIS Group founding member, to calculate baggage allowances and fees.

The next XML schema release by Open AXIS Group will make these XML schema messages available to Open AXIS Group members so they may customize and develop baggage pricing solutions for their customers.

iflybags.com

calculators about us FAQs

calculate your baggage fees

airline flight # date from to cabin class (opt)

BA 0206 11/15/2011 MIA LHR economy

more flights?

traveler

1 adult

BA loyalty status (none)

more travelers?

weight in lbs size in in

need help weighing your bag?

# weight size (opt)

1 30

2 40

any gear? more bags?

calculate fees and allowances

Your Free Checked Baggage Calculator

iflybags takes the guesswork out of checked baggage fees and allowances

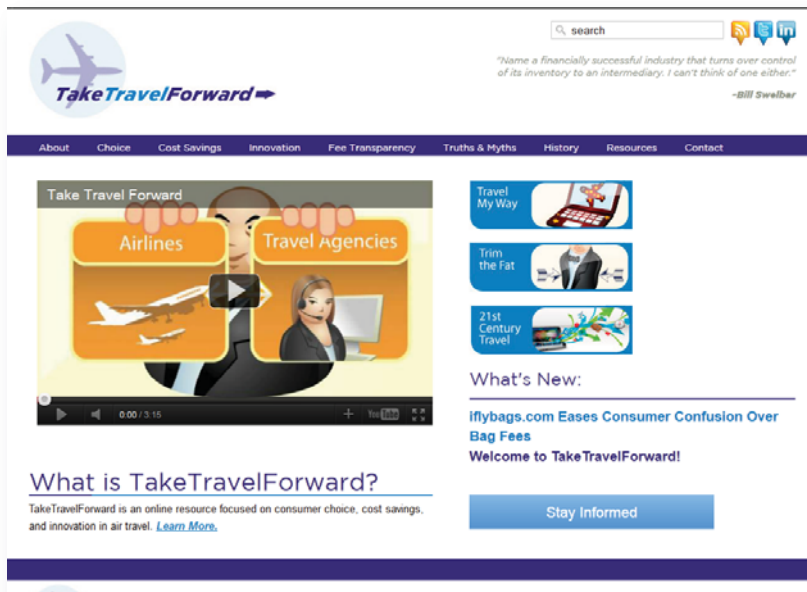
© 2011 Farelogix, Inc | patent pending | disclaimer



# Open AXIS Group Supports Launch of TakeTravelForward

As part of the Open AXIS Group's maxim promoting advocacy for Distribution 2.0, we have supported the launch of the new microsite [taketravelforward.com](http://www.taketravelforward.com).

TakeTravelForward promotes innovation, choice, and cost savings in air travel, with emphasis on the roughly 60% of consumers that purchase airline tickets through travel agencies.



The Open AXIS Group, along with Farelogix and industry veteran Montie Brewer, has offered its name in support of TakeTravelForward and the innovation it promotes. As members of the Open AXIS Group, I strongly encourage you to check out the site at [www.taketravelforward.com](http://www.taketravelforward.com) and lend your name as an advocate of taking travel forward.

The site sheds light on the fact that the travel industry has fallen desperately behind when it comes to innovation, and that certain powers that be act as inhibitors to the technological advancement of the industry.

TakeTravelForward promotes the adoption of newer, more efficient approaches to selling airline tickets and related merchandise and services, for the greater benefit of consumers, corporate travel programs and the entire travel industry marketplace.

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## Desktop 2.0 Working Group Takes Flight with Sponsor HitchHiker

The other half of the Open AXIS Group's Customer-Centric Search and Response Initiative will continue with the Desktop 2.0 Working Group, sponsored by **Allied Member HitchHiker**.

Open AXIS Member Airlines and developer Allied Members will attend, along with invited, prospective members from the travel agency, travel management, online travel agency, and corporate booking tool communities.

The goal of this working group is to evaluate the Distribution 2.0 requirements of all participants, define airline product display standards, and make recommendations to developers of GUIs.

As the display and selling requirements of airlines and travel agencies evolve along with the innovations in travel distribution, cryptic green screens no longer cut it. This working group will help to determine the necessities for twenty-first century travel distribution.



## Growing the Open AXIS Group

We have seen tremendous growth and achieved a number of milestones in our first sixteen months, but we must continue to grow. As our standards progress and gain adoption, **Distribution 2.0** will no doubt become a reality.

But to get there, we must get more people on board. If you know any airlines or technology providers that may be interested, please recommend them to us, or you can have them email [membership@openaxisgroup.org](mailto:membership@openaxisgroup.org).

Together we can make **Distribution 2.0** a reality and complete the distribution revolution!





Airline XML Integration Standards

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