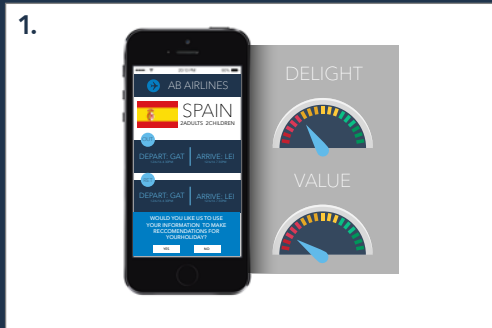


SAS & the leading travel services platform



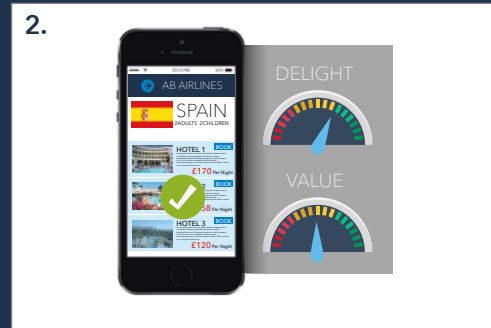
Take a look at how this leading travel partner uses advanced analytics to generate beautifully timed, incredibly personalised, contextual offers that keep delighting customers and driving the profits of platform partners.



Fred is booking his family holiday through his AB Airline mobile app and has decided that he wants to travel to Spain with his wife Karen and their two children Sam 8 and Tom 4.

The AB app asks Fred if he would like some recommendations for his holiday and if so would he be happy if they use the booking information he has provided for his flights.

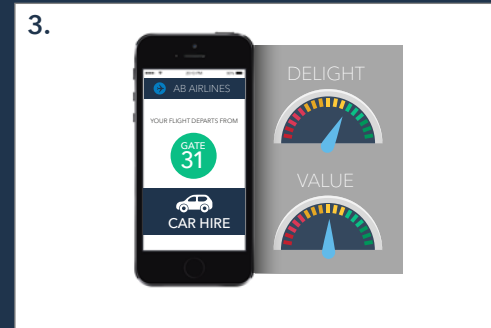
Fred's 'delight' level increases and his value potential also shows an increase...



Upon saying yes to the offer of recommendations, Fred is immediately presented with three hotels sorted by profile and needs.

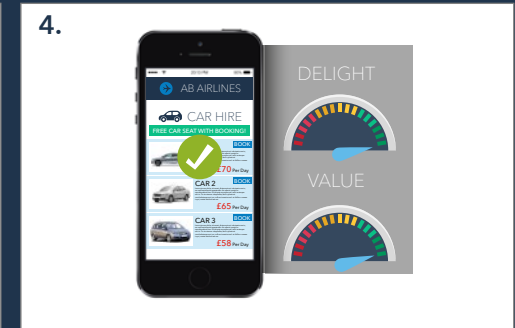
Fred selects the second hotel on the list which is within his budget and has plenty of activities to keep the kids happy and a nice pool and restaurant for him and his wife to enjoy.

He presses the book button and both his delight and value indicators increase as the result of his one button purchase selection...



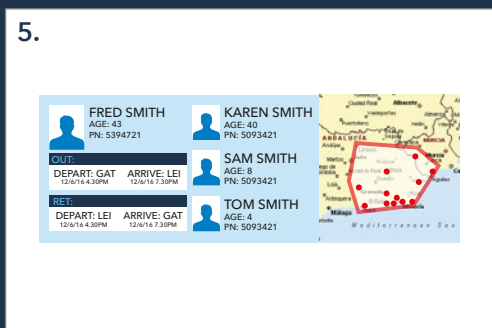
Fred and his family are sitting in the airport waiting to take their flight to Spain. Fred's phone pings and the concierge service of the AB airline app updates Fred on which gate they are departing from.

Fred notices a button with a car hire icon and had been thinking about booking a car when he arrived in Spain...



He presses the button and is again impressed by being offered a list of great vehicles and a free car seat for Tom.

Fred selects and books a car and his delight and value indicators increase again...



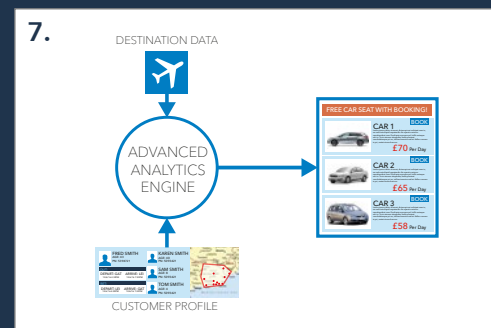
Lets go behind the scenes of this typical customer journey.

Upon indicating that he is happy to get recommendations. The MaaS service builds a dynamic profile based on the PNR and uses the flight destination to create a dynamic geofence to...



...select and order hotels with the correct profile for young family leisure travel within the date range of the flights and the geofence created.

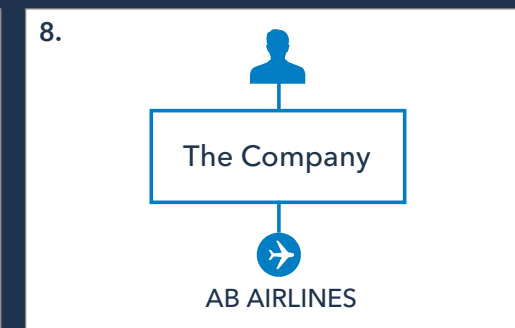
The profile build, created using advanced analytics, adds to the knowledge the Company stores about Fred...



When Fred and his family are sat at the airport the advanced analytics engine running in the the Company's environment uses the current data about airline arrivals and Fred's family profile to recommend a car as the flight the family are on is scheduled to arrive early evening and the family are quite young.

The recommendation service of the engine uses the family profile and the destination data to select car rental services at the airport and to make sure that the vehicles offered match the family needs.

The offer is sweetened by inclusion of a free car seat offer which analytics deems to be the selection trigger.



So in conclusion...

Fred and his family receive a premium service experience that results in both an increase in Fred's loyalty and delight and an increase in Fred's spend with AB Airline.

AB Airline have attained additional revenue for the hotel booking and the car rental choice.

The Company has supported the relationship between Fred and AB Airline by deploying their intelligent Merchandising as a Service capabilities leveraging their market knowledge and existing service capabilities.