



indra

**Press
Release**

INDRA PROMOTES AIRLINE eCOMMERCE, ITS COMPREHENSIVE SERVICE PLATFORM FOR AIRLINE COMPANIES

- **It includes more efficient information systems as well as new features and services, and it facilitates flight searches so passengers can benefit from the lowest prices**
- **Indra is committed to improving airline industry business processes through an offering of innovative solutions that it will present at the IATA E-Commerce Conference which takes place today, 30 April, in Miami**

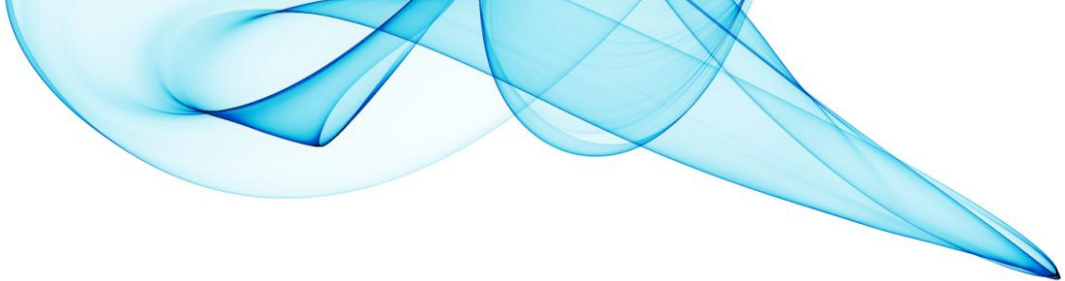
The Airline eCommerce solution created by Indra, one of the leading multinational consulting and technology firms in Europe and Latin America, will be one of the solutions the company refers to when it participates in the E-Commerce Conference hosted by the International Air Transport Association (IATA) today, 30 April, in Miami. At the event, Indra will present the report titled 'Best Practices on Airlines Websites'.

Experts from IATA and other industry companies will address the most relevant e-commerce solutions for airline companies, with representatives from American, Latin American and Caribbean airlines. Attendees will learn about trends and forecasts for the future, and also define the most appropriate business model for adding value to existing information channels. Another aspect that will be shown is how suitable e-commerce processes can help improve return on investment while reducing airline costs and optimising the possibility of obtaining new customers.

Indra will participate as a guest speaker in the conference, where it will present its global Airline eCommerce service platform. This system contains a package of comprehensive solutions aimed at airline websites. It addresses the items to be covered and the business needs derived from regular operations, as well as certain differentiating capabilities that add value to how companies manage the system and how the services are used by customers and users. eCommerce's design provides an improved purchasing experience and addresses the most cutting edge and innovative trends within the airline industry.

The Airline eCommerce applications include improvements to the booking engine, rates and price searches. Also, to reduce flight search costs as much as possible, the system offers a registry of prices based on the last flights found, while allowing content to be generated with price and destination information so travellers can search for tickets with lower costs.

In addition, Indra's solution offers consultancy for SEM (Search Engine Marketing) and SEO (Search Engine Optimization) online positioning methods, helping airline websites and platforms obtain the most relevant Internet positions so they may be accessed by potential

An abstract graphic consisting of several overlapping, semi-transparent blue shapes that resemble flowing ribbons or liquid droplets, tapering towards the right side of the page.

customers in all online search engines, with preferential positioning, which increases the number of visits to their websites as well as the items processed in them.

Innovation for airline companies

Indra is at the technological cutting edge of the Industry and Consumption sectors, offering solutions and services conceived to constantly improve productivity and resource management. Its systems improve the competitiveness of customers while enabling them to access new market opportunities and undertake the latest challenges to be faced. Indra's commitment to smart infrastructures represents a qualitative conceptual step that up until now only appeared in business processes and their execution, contributing to the process of innovation in leading companies.

The technological firm also offers a wide array of solutions aimed at improving the management and profitability of business processes in the airline industry. Since it is aware of increased mobility and Internet penetration, as well as of the changes in user flight searches, Indra provides incentives for companies to have a web presence and transforms their online channel into competitive, differentiated and sustainable leverage through an innovative plan aimed at improving web positioning and customer experiences. To do so, it focuses on an effective cost reduction strategy based on technological updates and convergent channels, while supporting travellers throughout the search process and providing the necessary tools that make travel easier, less expensive and more enjoyable.

Indra is one of the world's largest consultancy and technology multinationals, a leader in Europe and Latin America and is expanding in other emerging economies. Innovation is the cornerstone of its business, which is highly focussed on the customer and on sustainability. The multinational is one of the leaders in its sector in Europe in terms of investment in R&D and innovation, having invested more than €550M in the last three years. With sales approaching €3,000 million, it employs 42,000 professional and has customers in 128 countries.