



Direct Distribution Platform

The Datalex Travel Distribution Platform (TDP) provides the primary platform for United Airlines' online shopping and reservations worldwide; enabling distribution control and proactive response to changing requirements in support of cost-efficient distribution and better online customer service.

Business Overview

United.com continuously strives to provide greater choice of service, accuracy and flexibility to the consumer shopping experience. In keeping with this objective, United chose the Datalex Travel Distribution Platform as a proven and robust flight shopping platform for future growth of their direct distribution channel. United.com customers can now shop for flights based on price, schedule and date with flexible calendar functions and a range of promotional fares providing more transparency and choice.

Benefits/Return on Investment

Driving the Direct Channel – Enhanced Functionality:

- Flexible calendar shopping.
- ✦ Advanced redemption/reward shopping.
- ✦ Economy Plus Up-sell.
- ✦ Premium Cabin Up-sell.
- ✦ Select and change seat assignments.
- ✦ Manage booking - rebook/reprice.
- ✦ Multiple combinable promotions in single search.

Distribution Control:

- ✦ Hosted and operated by United.
- ✦ Independent from constraints of internal and external systems.
- ✦ Control over number and type of customer solutions offered.
- ✦ Scalable, extensible platform for future growth.
- ✦ Ability to proactively enhance service through ownership of platform.

The screenshot shows the 'Available fares' section of the United.com website. It displays a calendar grid for roundtrip prices from Chicago (ORD) to Las Vegas (LAS) for the week of November 20-28, 2006. The selected dates are Wednesday, Nov 22 (Depart) and Sunday, Nov 26 (Return), with a price of \$508.40 per adult. Below the calendar, it lists the available roundtrip itineraries, including flight details such as flight number, airports, stops, and duration.

Flight	Airports/times	Stops	Duration/equipment	More information
United 707	Depart: ORD Nov 22 6:05 Arrive: LAS Nov 22 7:35	Non-stop	2h 33m 752	Show flight details View seat map ✦ Feast on fabulous deals
<<< connecting to >>>				
United 1465 Operated by United For Ted	Depart: DEN Nov 22 9:30 Arrive: LAS Nov 22 10:28	Non-stop	1h 56m 325	Show flight details View seat map ✦ Feast on fabulous deals
United 1562 Operated by United For Ted	Depart: LAS Nov 26 23:25 Arrive: ORD Nov 27 4:48 Next day	Non-stop	3h 23m 325	Show flight details View seat map

New Flexible Date Search



Minimising Distribution Costs:

- ✦ Reduced cost through in-sourcing development and hosting.
- ✦ Call centre volume decreased.
- ✦ OpenTravel Web Services simplifies development and reduces costs.
- ✦ Ease of operability and independence from host CRS.

Maximising Revenues:

- ✦ Advanced calendar redemption shopping features and dynamic fare up-sell promotes differentiation, increased content and choice and a better online experience.

Flights Search » Select » Review » Purchase

View results by **Price** Schedule Flexible dates

Available fares
Roundtrip prices, including all taxes, fees and surcharges

	Economy (lowest)	Economy (refundable)	Business (lowest)	Business (refundable)	First (lowest)	First (refundable)
Nonstop	473.30	1,842.30	4,415.90	7,402.90	12,166.90	12,166.90
1-Stop	473.30 <small>See below</small>	1,842.30	4,415.90	7,402.90	12,166.90	12,166.90

All prices USD

Available itineraries for 1-Stop Economy (lowest)

Mon, Jan 15, 2007 - Chicago, IL (ORD) to London, United Kingdom (LHR)
Thu, Jan 25, 2007 - London, United Kingdom (LHR) to Chicago, IL (ORD)

Sort by: Price

Price per adult USD 473.30 [View price breakdown](#) [View fare rules](#) **Select**

Flight	Airports/times	Stops	Duration/equipment	More information
United 922	Depart: ORD Jan 15 08:00 AM Arrive: LHR Jan 15 10:00 PM	1-stop Plane change	10h 0m	Show flight details View seat map
United 949	Depart: LHR Jan 25 12:20 PM Arrive: ORD Jan 25 03:10 PM	Non-stop	8h 50m Boeing 777	Show flight details View seat map

Save more to London
Book air+hotel+car together. [Search now](#)

New search by Price Matrix display

Solution Overview

The Travel Distribution Platform enables United Airlines to seamlessly shop for flights against the ITA QPX System and book against Galileo Apollo Reservation System. The TDP solution removes constraints of internal or external systems and permits United Airlines to regain control of the number and type of solutions for their online consumers.

United.com customers can now shop for flights based on price, schedule and flexible dates. Lowest fare and any applicable promotion are displayed for all available cabins, both refundable and non-refundable, providing the consumer with all the necessary information for their purchase decision in one step. Consumers have the ability to select and change seat assignments, access travel itineraries and easily search alternative dates for award tickets should their first choice be unavailable.

United continue to launch new shopping features such as up-sell features for Economy Plus - previously only offered at time of check-in.

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Functional Highlights

- ✦ Flexible date shopping: Consumer may view lowest fare for a range of dates as well as all options for a specific date.
- ✦ Search multiple combinable promotions across all shopping paths in a single search.
- ✦ Redemption/reward shopping and booking across entire month – enhancing ability to redeem those elusive reward seats!
- ✦ Promotional shopping – promotion of fare types by price; consumer can be offered a range of fares for six different fare types providing more transparency of fare type.
- ✦ Select and change seat assignments at any time during shopping process.
- ✦ Provisional bookings: Create, modify and purchase.
- ✦ Up-sell fares, e.g. Economy Plus.
- ✦ View all current, future held and purchased reservations for both members and guests.
- ✦ TDP integration with ITA QPX Engine to provide richer set of data to enhance shopping paths.
- ✦ Enhances configurability ensuring ease of administration and maintenance independently of internal and external systems.