



Our leading platform helps you sell and fulfill all your services in all your channels

A proven strategy for airlines to differentiate themselves is selling ancillary products and services once bundled in a single fare. Industry standards and channel restrictions have challenged airlines in this quest. Today, Travelport is removing such barriers through the Travelport EMD Plus service.

It's more than technology - it's a game-changing platform

Travelport EMD Plus has taken a revolutionary step, with a distinctly customer-centric electronic miscellaneous document (EMD) solution for airlines. This service is helping your airline fulfill ancillary products or services via miscellaneous charges for any passenger, anytime, in any channel - including through travel agencies, ground handlers, interline partners, the Web and mobile phones worldwide.

Differentiating your airline

- Open revenue streams with the ability to sell electronically in a multitude of channels
- Deliver the products and services valued by today's travelers
- Enable seamless, fast and automated retail transactions at customer touch points
- Build customer loyalty with more flexibility and less hassle

Transcending above industry standards and limitations

- Move beyond the constraints that industry standards impose on certain channels
- Customize product fulfillment logic and run your business the way you should with a unique, configurable business rules engine
- Combine and bundle products and services in ways that support your distribution strategy
- Sell products and services in advance and link them to a trip at a later time
- Update documents with loyalty numbers, phone numbers and forms of identification
- Maintain flexible associations between an EMD and an e-ticket - and also between several travelers for an entire trip or just portions of a trip

100% EMD in IATA BSPs

- Sell, fulfill and settle ancillary products and services with one flexible digital document
- Give travel agencies the ability to easily sell your products and services
- Increase ancillary sales through your interline, codeshare and alliance partners
- Track collected fees and get fast revenue recognition through electronic processing
- Support your unique business model with configurable business rules
- Retain high-yield customers by managing value delivered in return for loyalty
- Decrease revenue loss and increase revenue integrity through more accurate transaction processing and collection of ancillary fees
- Uphold consistent service delivery and customer satisfaction
- Operate efficiently with a flexible revenue accounting and reporting interface
- Cut costs through simplified back-office processing

- Automate the capture of journey data into customer profiles
- Automate the management of ancillary services for re-accommodations
- Get instant views of services delivered, reconciliation and more thorough reporting and ad hoc queries

Giving travelers what they want - where and when they want it

The Travelport EMD Plus service is a customer-centric solution built with an open, service-oriented architecture and rules management system. Its modern design combines a shared common services environment with cost-effective technologies to help your airline deliver what travelers seek, regardless of size, business model and choice of business channels.

Travelport EMD Plus is adding more value with its:

- Flexibility to operate from existing platforms through integration with Travelport airline IT solutions, as well as other passenger service systems and e-ticketing solutions
- Fast, easy implementation and configuration through a blend of distributed environments, open systems and XML interfaces
- Leading EMD technologies to meet global industry standards for the electronic sale, issuance, fulfillment, settlement and storing of ancillary services
- Accelerated collections by tracking EMD usage just like flight coupons in an e-ticket
- Significant unit cost savings for airlines through streamlined processes
- Elimination of complexities and limitations inherent to paper processing
- A streamline method for airlines, sales agents and other travel suppliers to settle in IATA BSPs

A comprehensive service offering

Travelport is a trusted technology partner to airlines worldwide. When you choose our EMD Plus service, a full complement of services will ensure your success:

- Consulting support to identify benefits to your current operations
- Implementation support
- Configuring business rules and determining your specific requirements
- Functional, development and business rules training for your staff
- Integration into existing systems (third-party or internal applications)
- Customer support help desk and dedicated account management
- Upgrades, maintenance and production support
- System and data migration support (if necessary)
- IT disaster and service recovery

Planning to further transform the industry

Travelport is working to integrate the e-ticket and EMD into a single digital document. This will offer airlines a total journey record that contains travel components and purchases, links to one customer profile, and radically simplifies the sales and travel experience.

Supporting the retail experience with EMD functionality

GDS and Interline: The Travelport EMD Plus database service will save the significant cost of building your own database, and provide a platform to process, manage and store data for online and interline EMD transactions, and GDS-issued EMDs.

EMD-S (Standalone) can process services and collect related fees that are not tied to a specific flight segment, such as lounge access fees, change fees, group deposits and more.

EMD-A (Associated) can process flight-related services (seats, bags, meals and more) and collect fees associated with a specific flight segment. It is designed to integrate with your e-ticket database to synchronize EMD coupons with corresponding e-ticket coupons.

Ground Handling Systems can provide the ability to assume control of EMD value coupons to service the passengers on behalf of an operating airline. When a coupon is used, the interim or final coupon status will be reported to the operating airline. The Travelport EMD Plus solution will support both the interactive and control methods for ground handling, along with industry standard post-departure messages.

Go totally electronic for the biggest revenue gains

For more information about the Travelport EMD Plus service, contact your Travelport representative or send an e-mail to: airline.marketing@travelport.com

