

# FROM FREQUENT FLYER TO FREQUENT BUYER

**NCR Travel Marketplace makes  
it easier for airlines to sell**



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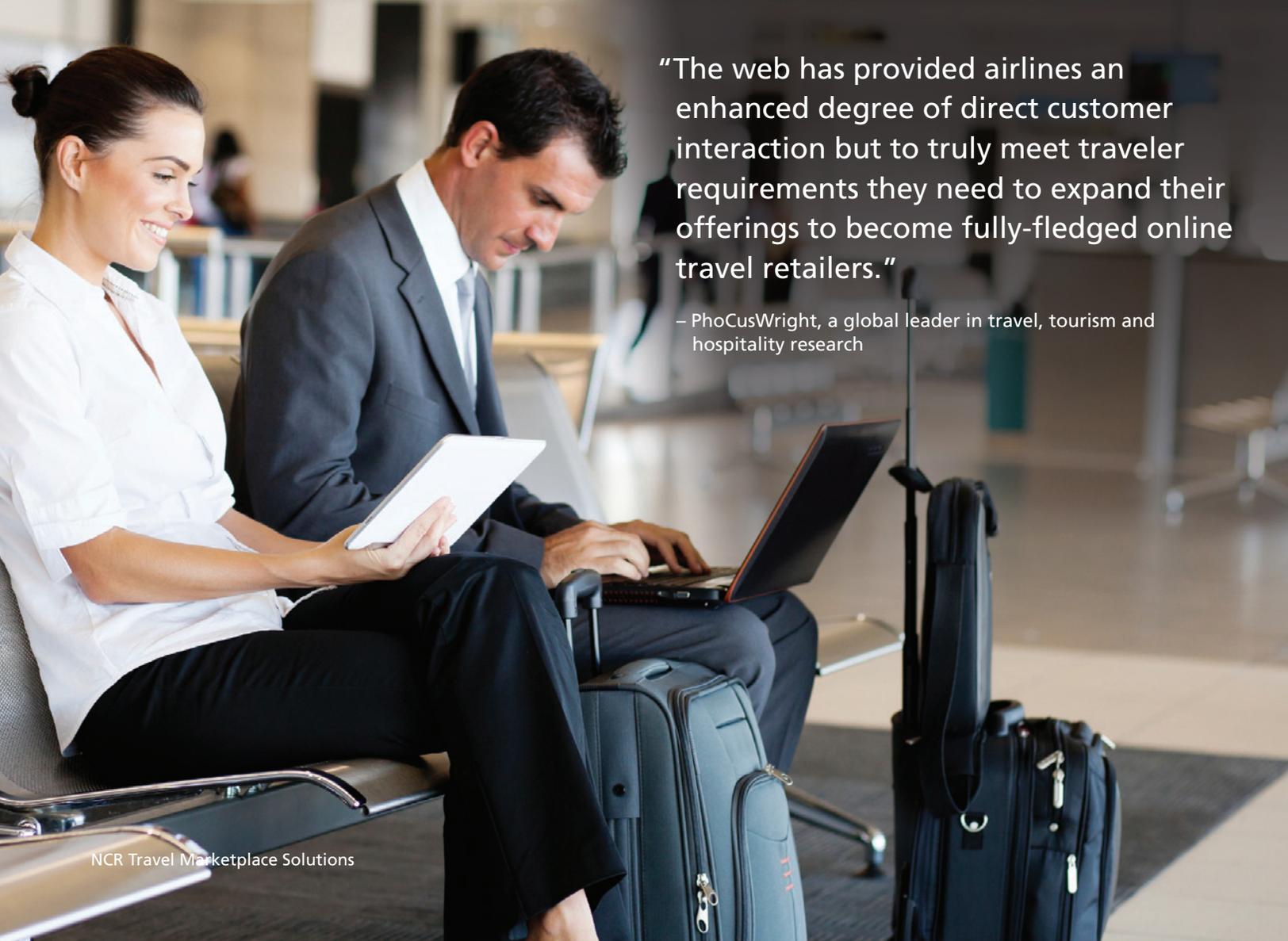
# It's no longer just about filling seats

With ancillary revenue now approaching \$46B annually\*, airlines must fill the purchasing gaps throughout the passenger journey by finding new ways to connect with passengers at any time, through any channel.

Many airlines are beginning to look to the world's leading retailers – not other airlines –

to design a retailing strategy that can deliver the goods. Who knows better than Wal-Mart, Amazon, Sephora and other omni-commerce giants how to engage customers at the right place and the right time? The retailing industry has pioneered the practice of personalized offline and digital interaction, and airlines can benefit from that experience.

\*CarTrawler Worldwide Estimate of Ancillary Revenue



“The web has provided airlines an enhanced degree of direct customer interaction but to truly meet traveler requirements they need to expand their offerings to become fully-fledged online travel retailers.”

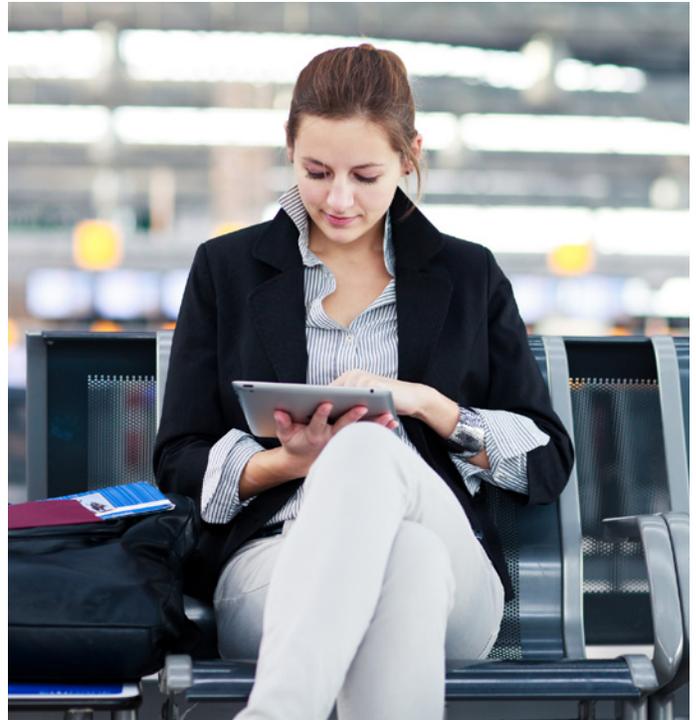
– PhoCusWright, a global leader in travel, tourism and hospitality research

NCR Travel Marketplace takes the guesswork out of how to drive revenue and deliver a consistent passenger experience.

Few technology firms know retail and self-service like NCR. We began in retail, introducing the cash register more than 130 years ago. We were also among the first to offer self-service airline check-in. And now, each day, we process more than 450 million consumer transactions across multiple industries.

NCR Travel Marketplace is a comprehensive merchandising solution that integrates our core areas of expertise in self-service, consumer experience and retail to transform an airline's retail potential. We make it easier for airlines to sell – and for passengers to buy – by extending access to products and services through any channel, at any point throughout the journey. We bring it all together with:

- Personalized digital marketing and offer management
- Consolidated ancillary content management
- Managed transaction/payment processing
- Integrated, real-time analytics



NCR Travel Marketplace lets you consolidate inventory management, offer multi-channel distribution, manage the transaction process, integrate analytics and extend your on-board retail initiatives. It fully integrates with your CRM, loyalty and payment systems, enabling you to sell any type of ancillary through any channel:

- Mobile App – Enable passengers to make purchases from the convenience of their mobile device.
- Check-in Kiosk – Extend ancillary purchases at the point of check-in.
- Digital Signage – Deliver a more personalized, interactive and timely message or promotion to passengers where and when it has the greatest impact.
- Airside Kiosk – Allow passengers to shop for ancillaries after the security check-point.
- Web – Integrate retailing capabilities into your airline's existing website or at specific points throughout the online check-in process.

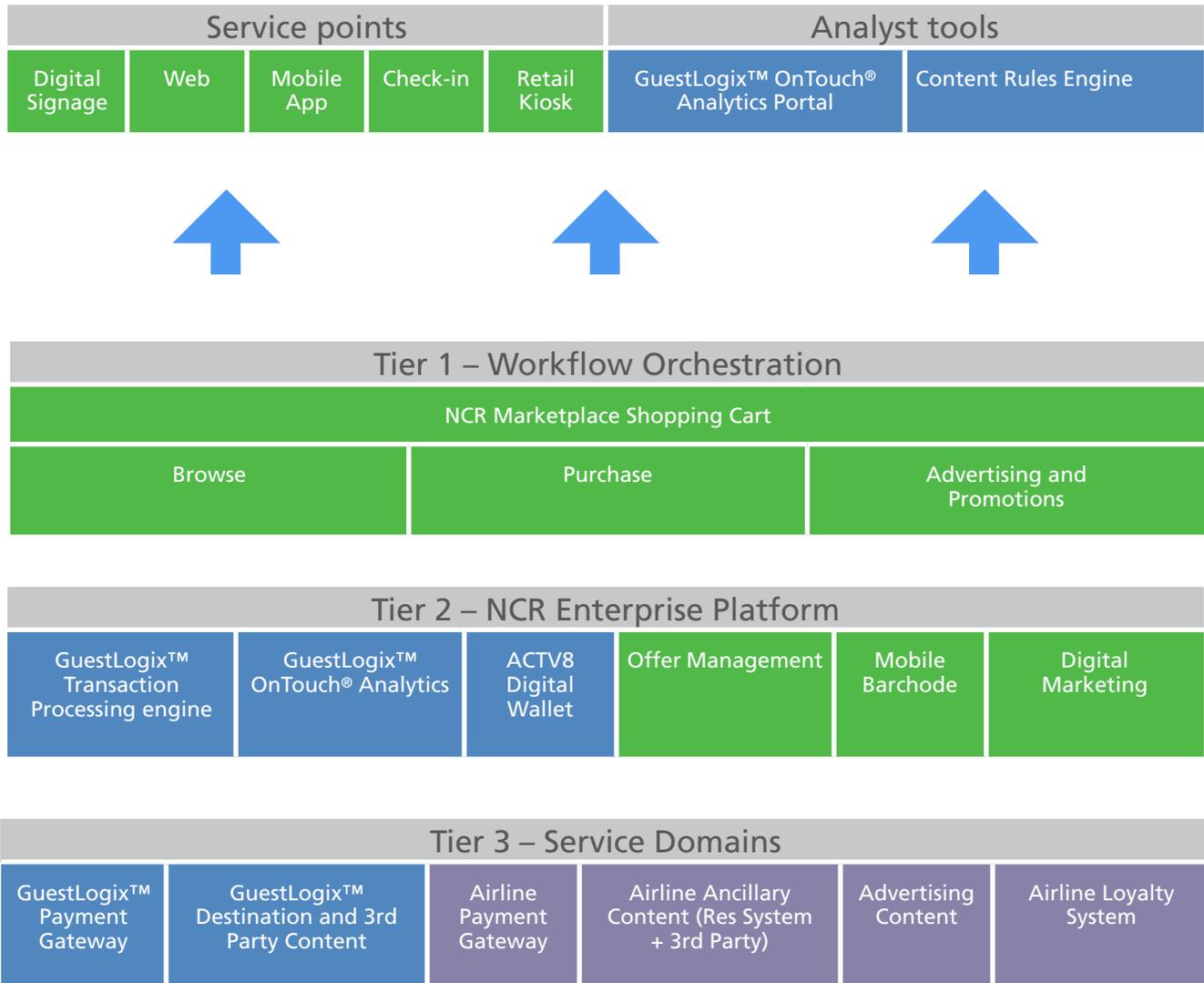
# NCR Travel Marketplace is built upon the NCR Enterprise Platform

An open, service — oriented software architecture that ensures solutions meet all of your airline's enterprise-based requirements. Our partnership with GuestLogix™ also makes it easy to extend your product selection and process transactions. Solutions can be deployed as a hosted model, and include:

- GuestLogix Transaction Processing Engine – enables secure processing of any payment method, at any touch point, in any currency. This also includes the GuestLogix Payment Gateway that integrates with any payment acquirer and all components are in place, certified and ready to use.
- GuestLogix OnTouch® Analytics – supports a vast array of business intelligence processes and provides access to data for greater transparency.
- GuestLogix OnTouch Content – populates branded store with catalog of available inventory as well as travel-related, destination-specific offerings such as ground connections, box office and concierge services in 200 cities around the world.
- ACTV8 Digital Wallet – lets travelers synchronize their smartphone or tablet with any digital sign along their journey and “catch” product information, personalized offers and redeemable coupons on their device.
- Digital Marketing – links to your existing loyalty program and CRM system to create, deliver and manage customer focused campaigns across channels.



# NCR Travel Marketplace Architecture



Let us help you transform your passengers' retailing experience. For more information about NCR Travel Marketplace, visit [ncr.com/travel](http://ncr.com/travel) or contact us at [travel@ncr.com](mailto:travel@ncr.com).

# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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