

IBE

ITA Software's
Innovative Internet
Booking Engine





www.itasoftware.com

Discover **IBE**

Introduction	1
Flexibility	3
Shopping	7
Reliability	9
Deployment	11

> The Latest in Airline E-Commerce is Easy, Scalable, and Flexible

ITA Software's internet booking engine (IBE) gives airlines a new way to build unique, powerful, and profitable e-commerce channels.

It's configurable, it's scalable, and it leverages modern internet technologies. ITA's IBE makes it easy for airlines to deliver advanced shopping features and flexible booking tools, while dramatically reducing the time and cost of deploying new functionality.



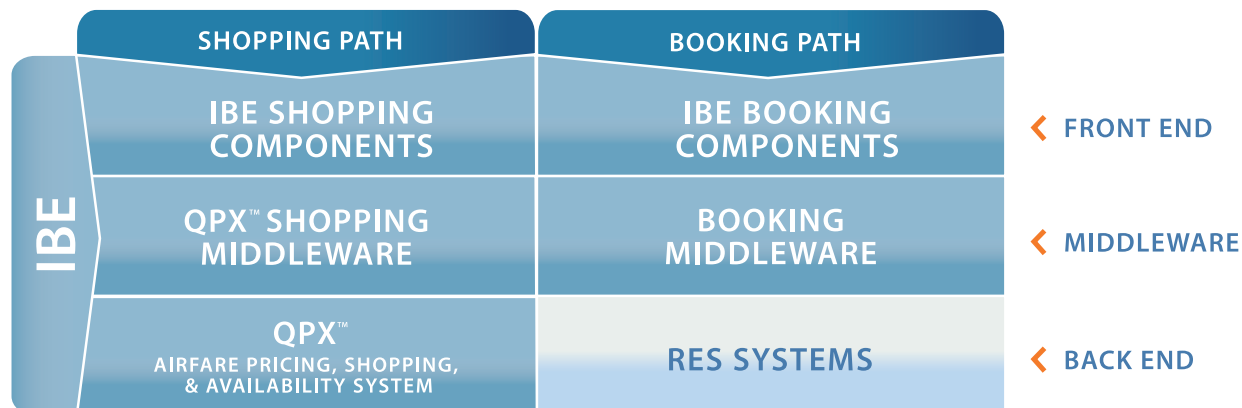
ITA Software's IBE

Airlines benefit directly from ITA Software's innovative, new internet booking engine.

- Gives airlines the freedom to execute any preferred design, placing booking and shopping components anywhere within their e-commerce channels
- Enables rapid time-to-market for new functionality
- Removes onsite hardware footprint and associated costs
- Fully integrates the rich functionality and power of QPX™, ITA's pricing and shopping system
- Provides integration with existing systems
 - Airline host reservation systems
 - Loyalty management systems
 - Payment gateways
 - Other mission-critical business systems
- Offers flexible and scalable deployment options

IBE Modules

ITA Software's Innovative Internet Booking Engine



The Flexibility You've Been Looking For

Airlines want to tailor the end-to-end travel purchase experience to meet the needs of their customers and their overall business objectives. They want to make changes to their web sites when they need to and without a lot of effort and cost. ITA Software's IBE makes this possible.

> **Creatively combine features, functionality, and processes**

ITA's IBE toolkit allows airlines to freely combine IBE shopping and booking components within the same web page or as standalone pages. Airlines can place the shopping and booking steps in the order they prefer and present optional service and upgrade opportunities at any point in the process.

> **Deploy new functionality and tailored offerings faster**

The flexibility of ITA's IBE also allows airlines to modify their website on demand, adapting to changing market conditions while easily deploying advanced QPX™ shopping features.

> **Completely customize e-commerce interfaces**

All IBE components and interfaces can be configured to reflect the airline's individual brand, offering complete control over the design. ITA's IBE lets airlines unleash their creativity.



ITA Software's IBE toolkit includes highly configurable travel shopping and booking components that airlines can creatively combine to quickly build powerful and profitable e-commerce channels. All components and interface templates have been thoroughly tested for usability and design.

Design your own shopping and booking processes, placing ITA's IBE components in any order you prefer:

> Shopping Components:

- Flight shopping
 - One-way, round trip, multi-city
 - Fixed or flexible dates
 - Multi-destination/anywhere
- Optional services
- Upsell
- Branded fare families
- Frequent flyer award shopping
- Passenger data
- Special service requests
- Seat selection
- Various result displays
 - Segment-based or complete solutions
 - Extended date ranges and calendar
 - Matrix results
 - Flexible filters
 - Single and/or multiple airlines

> Booking Components:

- Passenger data
- Special service requests
- Reservation/booking browser
- Booking/payment
- Seat selection
- Optional services
- Frequent flyer award shopping

> Pre-flight Components:

- Booking changes (including QPX ReShop™)
- Flight status
- Web checkin
- Seat selection
- Optional services
- Upsell
- Special service requests
- Frequent flyer award shopping

> Post-flight Components:

- Booking changes (including QPX ReShop™)
- Frequent flyer award shopping

Differentiate Your E-Commerce Channels With ITA Software's IBE Toolkit

Options

Enhance your comfort and convenience with additional travel services.

Baggage service

	PAX 1	PAX 2
No checked bags	<input type="radio"/> €0	<input type="radio"/> €0
Up to 1 checked bag	<input checked="" type="radio"/> €10	<input checked="" type="radio"/> €10
Up to 2 checked bags	<input type="radio"/> €30	<input type="radio"/> €30
Door-to-door baggage delivery Up to 2 bags (max. 30kg) picked up and delivered to your destination by FedEx. Details	<input type="radio"/> €85	<input type="radio"/> €85

Optional services

Baggage services	€20.00
Seat selection	€20.00
Subtotal*	€40.00

Any additional taxes on options will be reviewed prior to purchase.

Seat selection

	April	Richard
Seats assigned at check-in	<input type="radio"/> €0	<input type="radio"/> €0
Advance seat selection online	<input checked="" type="radio"/> €10	<input checked="" type="radio"/> €10
Extra comfort seats Increased legroom from 75cm to 90cm	<input type="radio"/> €25	<input type="radio"/> €25

Airport lounge

No lounge access

Access to airport lounge and services

< Optional Services

Choose your flights

Departing: Madrid (MAD) to Athens (ATH) - Thu, 10 Sep

Mon, 7 Sep €161 | Tue, 8 Sep €125 | Wed, 9 Sep €161 | **Thu, 10 Sep €146** | Fri, 11 Sep €161 | Sat, 12 Sep €161 | Sun, 13 Sep €188

Flight times | Stops | Price range | Airlines | Plane types | Airports

DEPART	ARRIVE	FLIGHT	STOPS	DURATION	VALUE	FLEXIBLE	FIRST CLASS
09:35	21:50	1801 5966*	MXP	11h 15m	€146	€419	€616
16:35	01:10	4413 3384	FRA	7h 35m	€146	€419	€616
07:40	18:10	4429 3390	MUC	9h 30m	€148	€419	€616
12:30	21:25	4421 5918*	MUC	7h 55m	€148	€419	€616
12:30	23:00	4421 3392	MUC	9h 30m	€148	€419	€616
13:45	21:50	2583* 5914*	FRA	7h 5m	€148	€419	€616
15:30	23:00	4425 3392	MUC	6h 30m	€148	€419	€616
07:40	14:45	4429 5916	MUC	6h 5m	€179	€419	€616
09:05	17:35	2583* 3382	FRA	7h 30m	€179	€419	€616

Upsell >

> Design Flexibility:

Custom design your own interface, or tailor one of ITA's user interface templates (shown here) to create powerful and dynamic e-commerce channels that meet your unique needs.

Final review & payment

Please review your travel details for purchase.

Travelers

PAX 1 (FlyerMiles ID 2479640553)
Seats 9A, 8F, 8A
Up to 1 checked bag

PAX 2
Seats 9B, 8E, 8B
Up to 1 checked bag

Itinerary

San Francisco (SFO) to Boston (BOS) - Sun, Apr 19
1:30p 10:10a Nonstop 5h 40m Value fare

Boston (BOS) to San Francisco (SFO) - Sun, Apr 26
7:40a 1:00p Stops at ORD 8h 20m Value fare

[View full itinerary details](#)

Payment method

Type of credit card
American Express

Card number Expires Security code
mm / yy

Name on card Zip/post code

\$680.60 will be charged to this card.

Purchase of ticket constitutes agreement to the full

Total charges	
Base fare (Adult)	\$287.00
Taxes & fees (Details)	\$31.50
Subtotal per passenger	\$318.50
Number of passengers	2
Airfare & taxes	\$637.00
Optional services Baggage, seating	\$40.00
Taxes on services (Details)	\$3.60
Grand total	\$680.60

< Clear & Accurate
Payment Summary

Preference-Driven, >
Automatic Seat
Selection

Seats

Search Flights Travelers Options **Seats** Payment

Choose your seats

San Francisco (SFO) to Boston (BOS)
Flight 194, Boeing 757 5h 40m

QuickPick seats for all flights

Pick seats together near the

- Window - Front
- Aisle - Front
- Aisle - Rear
- Window - Front
- Window - Rear

QuickPick All... Skip Seating

The Power of QPX™, ITA's Pricing and Shopping System, at Your Fingertips

QPX is a comprehensive airfare pricing and shopping system, used by many leading airfare shopping sites. ITA Software's IBE leverages the complete power and rich functionality of QPX, making it possible for airlines to offer a state-of-the-art shopping experience and easily deploy advanced shopping components.

Book flights
My account
Check in
Flight status

Choose your flights

Search **Flights** Travelers Seats Options Payment

Month at a glance - Boston (BOS) to San Francisco (SFO)

DEPARTING IN: January 2009 | LENGTH OF STAY: 5 nights (Ex. 5, 7-9) | Update

January 2009

Lowest round-trip fares for a 5 night trip departing on the date shown

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 \$560	2 \$495	3 \$495	4 \$460
5 \$580	6 \$460	7 \$515	8 \$540	9 \$505	10 \$585	11 \$625
12 \$625	13 \$660	14 \$505	15 \$505	16 \$495	17 \$515	18 \$525
19 \$460	20 \$550	21 \$460	22 \$460	23 \$460	24 \$460	25 \$460
26 \$460	27 \$460	28 \$460	29 \$460	30 \$460	31 \$460	

STOPS

Non-stop

1 stop

2 stops

CARRIERS

All carriers

AirTrain

Alaska Airlines

American

Continental

Delta

Northwest

United

US Airways

OVERNIGHT

Allow overnight flights

^ Extended Date Ranges

- > ReShop™, ITA's innovative, automated ticket reprice/reissue feature
- > Reward Shopping, ITA's intuitive award shopping feature
- > Sophisticated features like multi-destination/anywhere search, branded fare families, calendar searches, and more

Choose your flights

Departing: Madrid (MAD) to Athens (ATH) - Thu, 10 Sep

DEPART	ARRIVE	FLIGHT	STOPS	DURATION	VALUE	FLEXIBLE	FIRST CLASS
07:40	18:10	4429 3390	MUC	9h 30m	30,000	45,000	75,000
09:35	21:50	1801 5966*	MXP	11h 15m	30,000	45,000	75,000
12:30	23:00	4421 3392	MUC	9h 30m	30,000	45,000	75,000
13:45	21:50	2583* 5914**	FRA	7h 5m	30,000	45,000	75,000
15:30	23:00	4425 3392	MUC	6h 30m	30,000	45,000	75,000
16:35	01:10	4413 3384	FRA	7h 35m			
07:40	14:45	4429 5916	MUC	6h 5m			
09:05	17:35	2583* 3382	FRA	7h 30m			
12:30	21:25	4421 5918*	MUC	7h 55m			

< Reward Shopping

ReShop™ >

Choose your flights

Departing: Boston (BOS) to Los Angeles (LAX) - Sat, Apr 19
4:45p 8:15p 145 Nonstop 6h 30m \$ -- (Value) [Change](#) [Details](#)

Returning: Los Angeles (LAX) to Boston (BOS) - Sun, Apr 26
→ In progress

Returning: Los Angeles (LAX) to Boston (BOS) - Sun, Apr 26

DEPART	ARRIVE	FLIGHT	STOPS	DURATION	VALUE	FLEXIBLE	FIRST CLASS
11:30a	12:25a	1644 1358	ORD	9h 55m	-\$14	\$460	\$1444
1:50p	12:25a	1358 1358	ORD	7h 35m	-\$14	\$460	\$1444
12:35a	11:15a	2466 1466	DFW	7h 40m	\$0	\$460	\$1444
12:35a	12:30p	2466 1140	DFW	8h 55m	\$0	\$460	\$1444
6:20a	7:30p	1536 1882*	DFW	10h 10m	\$0	\$460	\$1444
7:30a	7:30p	1306 1882	DFW	9h 0m	\$0	\$460	\$1444
7:30a	9:30p	1306 1654	DFW	11h 0m	\$0	\$460	\$1444
9:25a	9:30p	1994 1654	DFW	9h 05m	\$12	\$460	\$1444

Reliable Systems and Service

ITA Software offers proven reliability, supporting large numbers of transactions and delivering mission-critical information without skipping a beat. QPX™ processes billions of production search transactions each year.

Operating as a Software as a Service (SaaS) provider, ITA Software delivers industry-leading service levels – with a 24x7 in-house network and a multi-city, redundant operations center that controls, monitors, and supports every aspect of the application.

ITA maintains over 10,000 processors across three separate data centers. While ITA's Systems Operation Center (SOC) is located at its Cambridge, Massachusetts, USA headquarters, ITA can operate its SOC from any one of the three data centers.

ITA's Superior Service Offering Speaks for Itself:

- Offers industry-leading, unrivaled uptime
- Offers three separate data centers
- 24x7 support at all three data centers
- ITA data centers are managed by 150+ IT professionals
- SAS 70 compliant









Flexible Deployment Options

ITA's IBE offers reliability, scalability, and complete flexibility. Airlines can effortlessly deploy the latest shopping and booking trends and ensure they deliver a superior travel purchase experience with each visit to their e-commerce channels.

Regardless of how an airline chooses to deploy ITA's IBE, ITA Software efficiently implements all business processes, data processing, and data retrieval.

> You Design, Implement, and Maintain the E-Commerce Channels

ITA's sophisticated IBE toolkit gives airlines the freedom to choose which components they want to display and where they would like to place them. This is an attractive option for airlines that have third party or in-house resources available, and want full control over the design and maintenance of their screens. IBE lets them develop very powerful and dynamic e-commerce channels without requiring advanced knowledge of search, shopping, or booking technology.

> ITA Implements Your Design and Maintains the E-Commerce Channels

Airlines provide the creative direction and design ideas – and ITA Software executes those ideas. ITA's sophisticated IBE toolkit still allows the airline to choose where they want travel-related components displayed versus non-travel related components like news items, advertisements, promotions, etc. However, ITA Software is responsible for making changes to and maintaining the screens. This is a great option for airlines that don't have third party or in-house resources available, but still want to develop powerful and creative e-commerce channels.



ITA Software (www.itasoftware.com) is a leading provider of innovative solutions for the travel industry. ITA's QPX, a comprehensive airfare shopping system, is used by leading airlines and travel distributors worldwide including Alaska Airlines, American Airlines, Bing, Continental Airlines, Hotwire, Kayak, Orbitz, Southwest Airlines, TripAdvisor, United Airlines, US Airways, Virgin Atlantic Airways, and others. ITA is now offering a completely new airline passenger reservation system to improve the customer experience. On July 1, 2010, ITA announced a merger agreement to be acquired by Google. ITA was founded by computer scientists from MIT and is headquartered in Cambridge, Mass., USA.

Contact ITA's Business Development team today to schedule an online or in-person demo, include ITA Software in your RFI or RFP process, or request additional information.

[Corporate Headquarters](#)

141 Portland Street
Cambridge, MA 02139 USA
+1. 617.714.2100

[EMEA & India Regional Office](#)

Herengracht 124-128
1015 BT Amsterdam
The Netherlands

David Peller, Regional Vice President - EMEA & India
+31 (0)6 4150 8856

[Americas Regional Office](#)

10 S. Riverside Plaza
Suite 1960
Chicago, IL 60606 USA

Tim Fahy, Regional Vice President - Americas
+1. 617.714.2570