



**LEONARDO
PSS**



**COMPREHENSIVE
TECHNOLOGY SOLUTION
FOR AIRLINES**



SIRENA-TRAVEL PROFILE



Founded in 2001, Sirena-Travel is one of the leading providers in the field of next generation Passenger Service Systems (PSS).

- Sirena-Travel is an IATA Strategic Partner, and an IATA working group's participant (including IATA NDC API)
- 200 airlines globally use distribution services provided by Sirena-Travel
- A network of 600 travel agencies sell airline services through the Global Distribution System (GDS) Sirena-Travel
- Departure Control System (DCS) developed by Sirena-Travel runs at 190 airports including Beijing, Antalya, Munich, Frankfurt-am-Main, Tokyo Narita Airport and is certified for use on the platforms SITA CUTE, ULTRA CUSE, ARINC iMUSE/vMUSE, RESA CREWS, AIRIT EASE, and SITA CUSS
- DCS serves over 20 million passengers of 40 airlines annually, among them China Southern Airlines, Air China, Finnair, Flydubai, Air Koryo, Iran Aseman Airlines, etc.
- Over 50 airlines are hosted in the Sirena-Travel Inventory
- Sirena-Travel's market share stands at 60 percent in Russia and CIS countries

SIRENA-TRAVEL PROFILE



- [211 internet stores](#) have been provided with E-Commerce solutions developed by Sirena-Travel and together process over 4 million online sales transactions annually.
- [Sirena-Travel owns two 24x7x365 staffed datacenters](#) in Frankfurt-am Main(Germany) and Moscow (Russia)
- [Day-and-night, in three levels organized helpline](#) is based on call-center responders and the assistance by skilled technologists and developers
- [40 million boarded passengers](#) are processed
- [ATPCO & SITA AIRFARES](#) are uploaded into Sirena-Travel on a regular basis
- Third-party integration experience has already been gained through established connections with systems such as [RMS Lufthansa System Rembrandt](#), [FFP Lufthansa](#), [Comarch](#), and [Azimut](#)
- Settled Electronic Ticketing System (ETS) links exist between airlines hosted in Sirena-Travel's inventory system and their interline / code-share partners, for example: [Hahn Air](#), [Lufthansa](#), [Aigle Azur](#), [Air Berlin](#), [Korean Airline](#), [Asiana Airlines](#), [Aeroflot](#)
- Intermodal carriage involving [Deutsche Bahn AG](#) is being distributed through GDS Sirena-Travel using [AccessRail's](#) interline gateway

SIRENA-TRAVEL PROFILE



Developed by Sirena-Travel, Leonardo Passenger Service System (PSS) is a universal IT platform, which is intended to be used by all categories of carriers.

Thank you for your interest in Leonardo PSS.
For more information visit our website at www.leonardo.aero
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Leonardo PSS is a passenger-centric, intelligent airline platform, which ensures an “all-in-one” solution in combination with an affordable pricing policy, short implementation deadlines and quick “time-to-market” for all sales channels.



LEONARDO PSS ESSENTIAL FEATURES



The third generation Passenger Service System Leonardo is an open-architecture platform, and a newly developed software consisting of a complete set of functional components that integrate all aspects of the airline business into a single information framework.

Leonardo PSS is a complete set of IT products and services for airlines, which in combination with flexibility of the open platform design possesses a number of essential features.

Leonardo PSS is intended to be used by all categories of carriers:

- [full service airlines](#)
- [regional airlines](#)
- [low-cost airlines](#)
- [charter airlines](#)

LEONARDO PSS ESSENTIAL FEATURES



THE ALL-IN-ONE SOLUTION

- Delivers Business Rules-based process Intelligence. Business rules fully reflect a variety of marketing strategies defined by airlines for different segments of the market.
- Assures compliance of all system's components with IATA standards, IATA Simplifying-The-Business (StB) program, NDC standards and is BSP certified.
- Provides functionality of interline and code-share agreements and GDS links.

- Supports E-Ticket (ET) technology and ancillary sales with the issuing of Electronic Miscellaneous Documents (EMD).
- Provides a Graphical User Interface (GUI) with a content-sensitive help system.
- Ensures compatibility with any internal and external products and services used by the airlines.



LEONARDO PSS ESSENTIAL FEATURES



'PLUG AND PLAY'

- Seamless migration process
- Implementation is possible on a short deadline, based on a detailed project implementation work plan
-
- Quick time to market in all sales channels
- Content-sensitive help system is integrated into each system component



- 24/7 customer support of migration, pre- & post-migration phases and production
- Complimentary training and consulting services on each stage of migration and production are available
- The Technical Support System is organized in three levels and is based on call-center responders and the assistance by skilled technologists and developers

AFFORDABLE PRICING POLICY

- Transparent costs (no hidden costs)
- Package based price
- Competitive pricing policy



EFFICIENT SALES MANAGEMENT

LEONARDO PSS

SYSTEM CORE

STATISTICS &
ANALYTICS

REVENUE
INTEGRITY

TICKETING

FARES & PRICING

RESERVATION
SYSTEM

INVENTORY &
SCHEDULE

INTEGRATED & STANDELONE SOLUTIONS

DCS

E-COMMERCE

WEB SERVICE
GATEWAY

PAYMENT
SOLUTION

MESSAGING
SOLUTION

RMS

LOYALTY

CRM

MYCHARTER

WEIGHT &
BALANCE

AGENCY MANAGEMENT
SYSTEM

CREW
MANAGEMENT

SECURITY LEVEL
ACCESS

STANDARD REFERENCE
DATABASE

Airline's Direct Sales Channels

NDC

Graphical User
Interface (GUI)

Internet
booking engine
(IBE)

Web Service
Gateway (XML
protocol)

Call Centre
Airport & City Ticket Offices
Online Sales Tools: - Mobile apps - Web-Site

Airline's Indirect Sales Channels
(GDS)

Links to major GDS:
Amadeus, Galileo, Apollo, Worldspan,
Sabre, Abacus, TravelSky etc.

Online & Offline sales tools of:
- BSP/ARC Agent
- TCH (Russia & CIS) Agent
- GDS Agent n (Direct Link)

INTEGRATION CAPABILITIES

Internal

LEONARDO PSS

STATISTICS &
ANALYTICS

REVENUE
INTEGRITY

TICKETING

FARES & PRICING

RESERVATION
SYSTEM

INVENTORY &
SCHEDULE

INTEGRATION BUS

DCS

E-COMMERCE

WEB SERVICE
GATEWAY

PAYMENT
SOLUTION

MESSAGING
SOLUTION

RMS

LOYALTY

CRM

MYCHARTER

WEIGHT &
BALANCE

AGENCY MANAGEMENT
SYSTEM

CREW
MANAGEMENT

SECURITY LEVEL
ACCESS

STANDARD REFERENCE
DATABASE

Integration Capabilities
ARIMP, EDIFACT, XML, NDC

Airline's Partners

Electronic Data
Interchange System APIS

3rd Party
Service Providers

Codeshare Partners
Interline Partners
GDS
Ground Handlers

Government Aviation
Authorities (Security)

DCS
RMS
Loyalty
etc.

External

SYSTEM COMPONENTS



The Leonardo PSS's core is an Inventory system, which consists of a set of standard business processes with the highest degree of automation. The Inventory system provides:

- schedule management
- inventory management
- re-accommodation management
- sales management.

System uses a collection of business rules to encode behavior and response of the system to a specific set of business processes and events. Airline determines appropriate marketing strategies to operate on different markets and to build competitive business partnerships. Business rules fully reflect marketing strategies defined by airline and intended to download into the system.

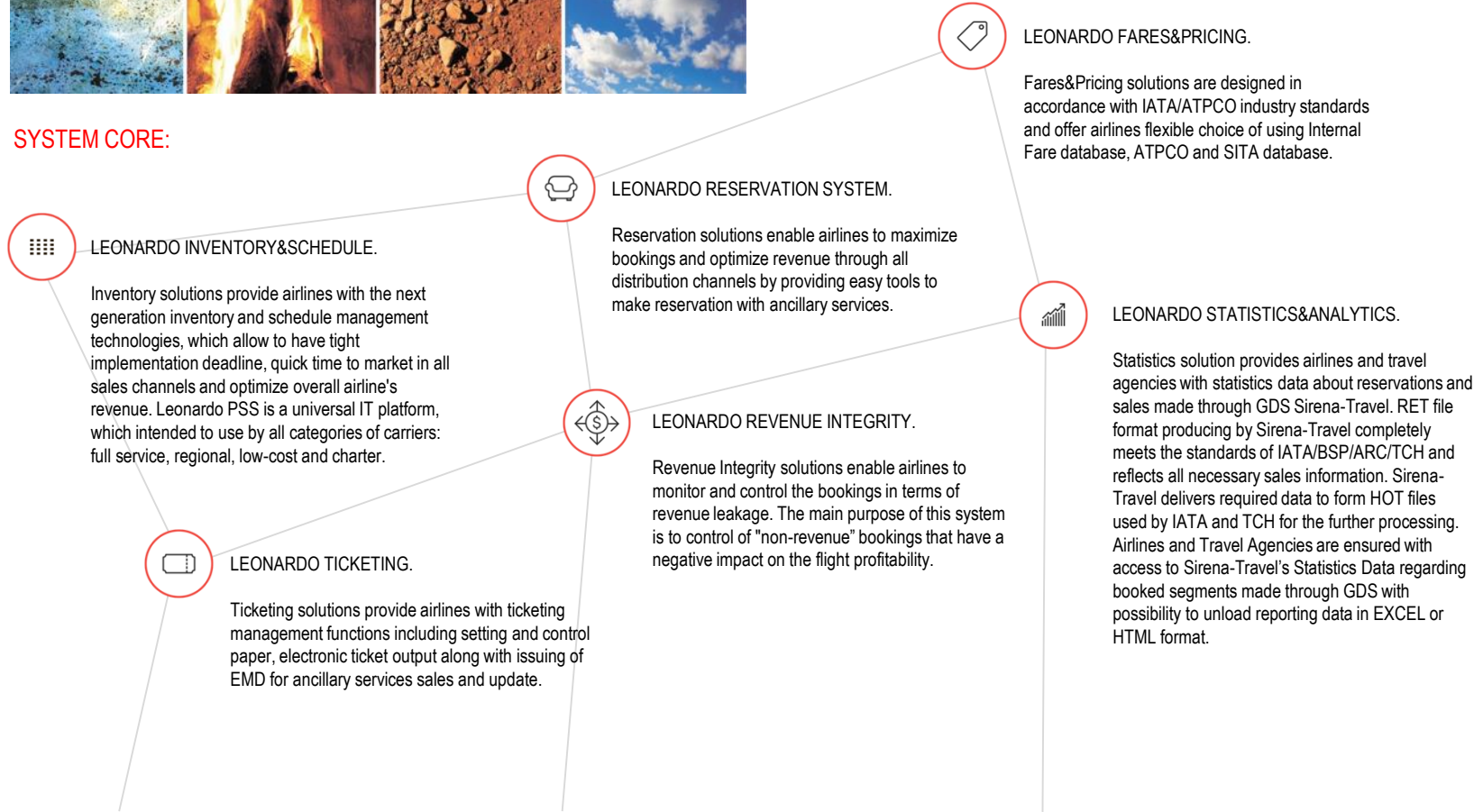
Business Process Intelligence of Leonardo PSS allows airlines to implement different strategies to cope successfully with other competitors and increase customer satisfaction through improved service quality. The well thought out concept of business process management and precise configuration of Leonardo PSS provide airline with 'smart' tool to build its own unique business model.

Leonardo PSS combines a comprehensive set of fully integrated IT solutions for airlines:

SYSTEM COMPONENTS



SYSTEM CORE:



INTEGRATED AND STANDALONE SOLUTIONS:



LEONARDO DCS.

Astra DCS solutions enable airlines to automate airport processes of departure control, passengers check-in (including web check-In & self check-In) and post-departure supervision



LEONARDO E-COMMERCE.

Oxygen E-commerce solutions give airlines capability to manage and increase online sales through configurable web booking engine, search tools and mobile applications by providing air tickets and ancillary services sales, check-in services, issuing of award tickets, ET/EMD and boarding passes, ensuring automated reissue/refund.

XML

LEONARDO WEB SERVICES GATEWAY.

Web Services Gateway provides airlines and travel agencies with XML- Gate and XML-protocol to develop their own unique web-engine to arrange online sales services based on Sirena-Travel GDS content.



LEONARDO RMS.

Revenue Management System solutions allow airlines to maximize sales and optimize revenue by using up-to-date flexible management techniques. Our RMS solutions allows to maximize flight sales by calculation of optimal protection levels, possibility to set airline's own sales scenarios and optimal segment capacity allocation on multiple-segments flights.



LEONARDO MESSAGING SOLUTION.

Messaging solution provides customer with information about significant changes occurred in the airline's inventory system: flight cancellation, flight delay, flight number change, rerouting (departure / arrival), etc. Depending on contacts left by customers messaging solution offers real-time text transmission via sms or by email.



LEONARDO PAYMENT SOLUTION.

Leonardo Payment is a payment gateway, which ensures processing and verification payment transactions through secure Internet connections. The payment gateway allows airline to accept credit cards of different payment providers (VISA, MasterCard, American Express, JCB) and other forms of electronic payment. The payment can be made through web-site, banking terminal and self-service kiosk. Leonardo Payment is PCI DSS certified system based on 3D secure protocol, which ensures efficient fraud monitoring.



LEONARDO CRM.

CRM solution allows airlines to organize their contacts with customers, to track and store information about customer interactions. CRM system provides airline with the information they need to know their customers' wants and needs in order to form individualized relationships, to construct a customer satisfaction survey and decide what product the customers might be interested in.



LEONARDO MYCHARTER.

MyCharter provides airlines and travel agencies with integrated B2B solutions which allow to get E-Ticketing done for all passengers of the flight instantly. Graphical user interface (GUI) ensures travel agents to make reservation and issue ET with no any professional knowledge of a reservation system.



LEONARDO LOYALTY.

Loyalty solutions provide airlines with loyalty management functions to attract new customers, to increase loyalty of existing customers and as a result to gain additional revenue.



LEONARDO CREW MANAGEMENT.

Crew Management System enables airlines to better manage the crew, control operating costs and to support crew planning, operations and services.



LEONARDO AGENCY MANAGEMENT SYSTEM.

Agency Management System is designed to provide IT support for services delivered by travel agencies and their network to customers through GDS Sirena-Travel including resource management and access management of sub-agents and corporate clients based on advance-fee loan scheme.



LEONARDO SECURITY LEVEL ACCESS.

Thanks to Security Level Access the whole system and its database are protected from the unwanted actions of unauthorized users through the selective restriction of access to a particular system's components. The security system grants access by association of user's account with the resources that the user is allowed to access, based on system's authorization policy.



LEONARDO WEIGHT&BALANCE.

Weight & Balance solutions help airlines and ground handlers to improve their productivity by providing with a load planning tools that have a graphical user interface (GUI), safely loads and dispatches aircraft and incorporated legally required documentation to support ideal trim calculations to maximize fuel efficiency.



LEONARDO STANDARD REFERENCE DATABASE.

Standard reference Database is a specific set of data holding structured information and using across the whole system or particular applications and processes. Our system provides support of common reference database used by and across the whole system and airline's database developed and used by airline itself for its specific needs.

IMPLEMENTATION AND SUPPORT



Sirena-Travel provides airlines with professional consulting and training services and ensures customization of different PSS's Leonardo components in accordance with the specific airline's business processes and third party IT product's integration needs. Each PSS Leonardo system's component is ensured with content-sensitive help system.

Professional Consulting services are provided by specially trained staff on each stage of migration and production.

Sirena-Travel ensures implementation procedure on a tight deadline, based on detailed project implementation work plan and guarantees 24/7 customer support of migration, pre- & post-migration phases and production.

Sirena-Travel's Technical Support System is organized into three levels and categorized as follows:

Level 1 support is the first responders at the call-center who trained to diagnose and resolve common client's problems.

Level 2 support is the higher skilled technologist's level having a solid working knowledge of the systems with specially trained ability to think to a degree outside the box and who gets the ball from Level 1.

Level 3 support staff resolves the problems which can not be handled by Level 2 support personnel. Level 3 is the last resort when confronting complex client's issues. They are typically developers and programmers.



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