

PRESS RELEASE

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Airtrade Holland b.v.
+31(0) 23 - 5160260
press@airtrade.nl

Airtrade manages to automate 90% in Airline PNR messaging with queue handling software AirMessenger

Travel technology supplier and airline consolidator Airtrade started to develop the queue handling software back in 2015 when it noticed a significant increase in Airline PNR messages. Before the launch of queue handling software AirMessenger, Airtrade processed PNR notes manually which could result in processing up to 20 messages per booking. The rise in PNR messages compelled Airtrade to find an effective way to improve the queue handling process through automation.

The queue handling software AirMessenger follows a robotic process and continuously scans all PNR messages on relevancy by selecting PNR messages by predefined business rules. With the release of AirMessenger, in November 2016, Airtrade's initial objective was to automate the PNR messaging process by 65% yet Airtrade was able to realize a 90% automation on average, subsequently achieving greater efficiency and significant cost savings. AirMessenger is compatible with all Global Distribution Systems and is easily integrated into any workflow. The high automation percentage and easy integration has resulted in Airtrade making the software available to other travel businesses.

About Airtrade Holland

Airtrade Holland is market leader in the travel industry and specializes in the field of international contracting of travel products (e.g. flights, hotels, car rental and insurances), IATA and tour operating fulfilment services, as well as the development and sale of travel technology applications for (online) travel agents, tour operators and other travel companies. Airtrade Holland is an accredited IATA agent and member of ANVR and SGR. Airtrade Holland was founded in 1989 and is part of the global travel companies AERTiCKET and BCD Travel. For more information, email press@airtrade.nl or visit www.airtrade.com.

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Note for the editors:

Media relations:

Airtrade Holland B.V.

T: +31 (0)23 - 5 16 0260 / E: press@airtrade.nl / Web: www.airtrade.com