

## Datalex

Datalex is a provider of travel distribution software and solutions for all travel industry sectors. Its solutions help customers increase revenue and reduce costs across multiple distribution channels and to dynamically package and price travel products.

With a long and successful history, Datalex is celebrating 20 years in travel this year. Its early business was in providing data connectivity solutions for airlines and GDS, for which it established a reputation for delivering quality products. In the last few years it has extended its focus on the wider market of online travel distribution, positioning itself today as a leading provider of travel distribution software and solutions.

Headquartered in Dublin and listed on the Irish Stock Exchange, Datalex employs 300 people with major offices in Atlanta, Singapore, Manchester and Amsterdam

Datalex's core product is the **Matrix Travel Distribution Platform**. Matrix TDP is a comprehensive product that handles procurement, packaging, promotion and distribution of multiple travel components and content. It allows travel providers and distributors to source a wide range of components from multiple vendor systems and dynamically package and price them for sale through different channels, either direct to the consumer or via intermediaries.

Matrix TDP has a number of modules that share a common platform that integrates with CRS and other enterprise systems. This platform also handles content from multiple travel providers, such as air, car, hotel and other components.

**Matrix TDP Fares Air** is a sophisticated air fares pricing and management module, with an automatic feed from ATPCO (Airline tariff Publishing Company).

**Matrix TDP Fares Land** handles pricing and inventory management for non-air products, in a similar way to Matrix TDP Fares Air.

**Matrix TDP Pricing & Packaging** is a search and booking engine that does just that. With a comprehensive search and promotion logic, this module delivers seamless booking right across the supply chain and then records them in a Super PNR.

The last two modules, **Matrix TDP Portal** and **WebServices** provide multi-channel distribution using an open standard XML API.

Matrix TDP is uses the latest technologies including Sun Microsystems' Java 2 Enterprise Edition Specification (J2EE) and XML. Web Services provides the flexibility and interoperability for deployments across multiple travel-business domains. Support for the Open Travel Alliance (OTA) XML schema is included.

Datalex's key markets are airlines, travel agents & intermediaries and hotels and resorts. Solutions for these markets are built around Matrix TDP and will be of interest to mid to large size companies. The customer list is long, including Aer Lingus, United Airlines, Singapore Airlines, American Express, Japan Travel Bureau, Trailfinders, Best Western Hotels, Vail Resorts and LasVegas.com. Datalex has case studies that clearly demonstrate the return on investment (ROI) in its solutions through either cost reduction or new revenue. Potential customers can make use of Datalex's financial models to calculate the ROI and results can be surprising.

Datalex offers several deployment models including ASP, Enterprise and Managed Services . What is important is that Datalex works closely with its customers to devise solutions that meet their long-term development and business goals. Datalex is exhibiting on Stand 38.

