

# Performing News

January 2008



## Articles

- ⊕ 2007 Thumbnail
- ⊕ IATA's Simplifying the Business, Really?
- ⊕ E-Ticketing deadline secured
- ⊕ DCS SITA certification secured
- ⊕ A New *Low Bandwidth* sales engine in the engine room  
- *WhizRes!*
- ⊕ Custom Websites available
- ⊕ Online Credit Card Transactions now safe from fraud (some)

## 2007 Thumbnail

Recovering from the damages of Cyclone Favio, which struck Mozambique on 22 February 2007, we sigh relief that business is almost back to normal.

ACS saw some 70% decrease in revenue from February through May 2007 due to the drop in Passengers flying to Mozambique. Fortunately we saw a steady recovery in the subsequent months.

Having had a record month in October 2007 (combined airlines passenger volumes), ACS gears for a busy 2008, with **E-Ticketing** and **DCS SITA Certification** being our primary focus areas.

Another exciting development is also in the engine room,

*We thank our customers for their continued support. We wish you a prosperous 2008!*

which will greatly improve the experience of 'slow internet' connections. See the article on **WhizRes**.

## Perform Ops



- ⊕ Airline Business Modelling
- ⊕ Resource Planning
- ⊕ Aircrew/craft Scheduling
- ⊕ Operations Control
- ⊕ Aircraft Maintenance
- ⊕ Computer Reservation System
- ⊕ Internet Distribution System
- ⊕ Global Distribution System
- ⊕ Departure Control System
- ⊕ Yield Management

## StB

## Simplifying the Business. Really?

OK, so we have all come to understand that ET is an acronym for E-Ticketing. What ET actually means and how it, with the rest of the StB projects, will save the industry some US\$6.5 billion per annum, is another discussion.

When I look at the IATA newsletters and see acronyms like CUSS, BCBP, RFID, PSS and BIP, then I need to admit that I am slightly intimidated, and realize that Aviation is indeed on the technology bandwagon. (For more on these acronyms, refer to [www.IATA.org](http://www.IATA.org), and follow the StB links).

To be reasonable, I agree with IATA that Aviation has been 'technology impaired' for decades, and urgently needed some world-wide effort to set new standards for using new internet-, networking- and related technologies. The industry is now rapidly rolling out new technologies to simplify the aviation business processes, but in the process cause quite a bit of **collateral damage**.

*(Continued on page 2)*

(Continued from page 1 - StB)

Before I get to the 'collateral damage', let me add that the benefits of these industry changes are unquestionable, and will have a big impact, where it matters most — with the Passenger. Sure, the airlines will also experience greater efficiency, from Revenue

Accounting through to Baggage control. I am not questioning the need and benefits of the StB initiatives.

***The collateral damage I identify, is the smaller airline...***

Until I start talking about the 'collateral damage'. The collateral damage I identify is the smaller airline, that has to operate in the same space (physical- and market-) as the big airlines who are the drivers behind these initiatives.

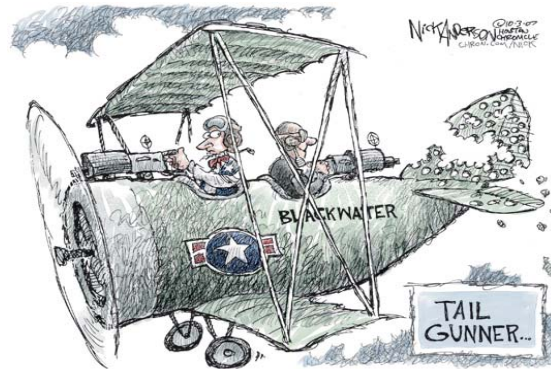
You have probably heard one of my often used phrases; 'Economies of scale'. Well, keeping this in mind, it is sensible for the big airlines to invest large amounts of money in the technology changes, as the return on their investment is realized over a short span of time, due to the large volume of passengers they can recover the investment from.

Enter the small airline, then it is a bleak picture. As I mentioned above, the small airline has to operate in the same physical- and market space as the big airlines. The physical space, is the airports. All major airports are equipped with common user terminals, which compel all the airlines that operate from that airport, to be compliant with the requirements as laid down by the airport authority.

This in itself is not a problem, but for the small airline, the affordability of the compliant DCS systems is!

Then let us consider the market space. The consumer is king, and to him air travel has become a commodity. The consumer will spend where the product best suits his needs, but at the same time, he is very price aware.

The convenience introduced to the consumer with the modern systems (from the reservations process to airport procedures) make it an obvious choice in the favor of the 'all bells and whistles' airline.



(unless the product offered in the air is vastly different. But that is yet another discussion)

Simplifying and improving the consumer experience is fair and right, but the affordability of these systems just about rule the small airline out the race.

Need I then conclude, that the challenges for the smaller airlines are fast becoming insurmountable mountains...unless they can find a service provider that can offer them affordable systems that will give them a competitive edge.

***Gain a new unmatched competitive edge.***  
Visit our website at [www.AirlineCS.com](http://www.AirlineCS.com)

**H**igh Flight

Oh! I have slipped the surly bonds of earth  
And danced the skies on laughter-silvered wings;  
Sunward I've climbed, and joined the tumbling mirth

of sun-split clouds - and done a hundred things  
you have not dreamed of - wheeled and soared and  
swung.  
High in the sunlit silence. Hov'ring there  
I've chased the shouting wind along, and flung  
my eager craft through footless halls of air.

Up, up the long delirious, burning blue,  
I've topped the windswept heights with easy grace  
Where never lark, or even eagle flew -  
And, while with silent lifting mind I've trod  
The high untresspassed sanctity of space,  
Put out my hand and touched the face of God.

## ACS Secures ET Deadline

As you are aware, the ET deadline for 100% ET compliance, as set by IATA, has been moved to 31 May 2008.

ACS was at a loss, as we have been unable to secure a development slot with any of the GDS suppliers, or BSP. The best we got was a 'maybe' from Sabre for the middle of 2008.

We are pleased to announce, that we have found a seamless ET solution, in co-operation with Hahn Air, to be ready for the May deadline. We still have the dreams to use our PerformOps database for ET, (as this was the scope when it was designed) but that will have to wait until we get the necessary development slots with the GDS's.

### E-Ticketing with ACS/Hahn Air

We have been in discussions with Hahn Air since July 2007, seeking to find an affordable solution for the smaller airlines.

We are now at a point where we are negotiating the letter of intent and NDA, and once signed, we will finalize the Statement Of Work, and begin developing and testing the integration with the Hahn Air ***e-go169® E-Ticketing Platform***.

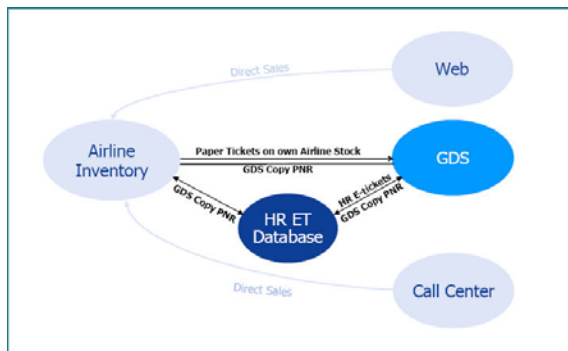
With this integration done, our client airlines will be able to:

- Issue tickets in 75 countries
- Access 70,000+ IATA Agencies, who can issue tickets using BSP's in more than 102 countries (soon all BSP's)
- Have all Revenue Accounting done by Hahn Air (BSP, HOT, ADM, ACM, ICH, reporting, settlement etc)
- Distribute/Sell on 1A, 1G, 1P, 1S, 1V GDS's
- Continue Internet and own Ticketing Office sales as currently done
- Continue Using PerformOps, PoweRes, DCS and WhizRes

### How it works

Bookings and availability queries from PoweRes, the GDS, the Web and WhizRes con-

tinue as it currently does, and there is no elevation in costs/processes. Only once a agent issues a 'ticket', then the Hahn Air ET Platform raises a ticket number, and processes the payment through the relevant BSP. As per IATA standards, this 'electronic coupon' then assumes a status which determines "where" the coupon is and what can be done with it. Hahn Air will facilitate this process of passing the coupon from user to user.



Direct-, Paper- and ET- Process

If a booking were to be re-routed, changed, cancelled, etc., depending on the coupon status and fare rules, the e-ticket will be updated, and so too the record in PerformOps.

### Implementation Process

The implementation involves 3 steps.

- Setup—ACS & Airline
- Training—Airline
- Operation

### Conclusion

ACS will engage with all customer airlines in the next two weeks, to discuss the details of the commercial changes.

Save to say, our ET airlines will continue operating on the same CRS platform as they currently do, without any disruptions. The only change will be greater distribution through the GDS, and once a GDS ET is issued by Hahn Air, the 'ticket' is passed from user to user in Cyber Space.

end

## DCS Certification, Round #3

The PerformOps DCS SITA certification is a mission that ACS embarked on in 2005, and I am glad to say that finally we have reached a point where we can announce that the sweet aroma of success is in the air.

To explain the frustrations we have experienced is impossible, but let me mention what we have done thus far.

- After a few meetings with ACSA, we were of a clear understanding that this SITA CUTE certification is going to cost us around R150, 000.00. We decided to continue with the certification, as this is a key in the ACS suite of products.
- In 2005 we started the process and managed to sign the necessary NDA's and the contract for using the SITA Peripheral Manager.
- We obtained a log-in to the SITA developers web-site, and managed to obtain all the CUTE documentation, from which we learnt that a provider can 'self certify' their DCS, by developing on certain platforms. This brought great excitement, as we could save some R100, 000 (which we can relay to our customers).

*...that this SITA CUTE certification is going to cost us around R150, 000.00*

- We duly proceeded to re-design and re-develop our DCS, and when we reached the point where we needed to proceed with the certification, we were advised by SITA that the 'Self Certification' project has been abandoned.
- We went back to the drawing board, and did another 're-design'. This new design is now almost complete, and either Brian or I will be off to Long Island (USA) soon, to put our new DCS through it's paces.

An additional benefit will be that this new DCS will also be available as a distributed application, meaning that it is a fast 'local' application. This means it runs on your local PC (or Network) and just 'pulls' data from our server. No more Remote Desktop, or printing frustrations! This will unquestionably improve the performance when working from low internet bandwidth areas.

Running the new DCS will be available as a distributed application before the end of February, even before we have obtained the SITA certification.

end

## WhizRes Booking Engine

ACS is penetrating further north into Africa, following one aspect of its planned growth strategy. We are already established in Swaziland, Mozambique, Zambia and now Congo Brazzaville. Some of these countries bring a set of new challenges.

The current most urgent challenge is to deliver a solution for users with limited internet bandwidth. Limited internet bandwidth seems to be a common problem for countries to the north, so ACS decided to deliver a new Booking Engine specifically designed to address this problem.

It is not that difficult to deliver a solution that is shy on bandwidth, but add some more demanding requirements, then it can become a challenge.

We decided not to compromise on functionality, and to be as powerful as PoweRes, and scoped it as follows:

- 'extremely thin' **data** requirements, all methods to load in less than 4 sec on a 20kbps pipe

(Continued on page 5)



(Continued from page 4)

- 'extremely thin' **GUI**, all pages/frames to load in less than 2 sec on a 20kbps pipe
- 'Novice Aviation Res User' assumed
- Moderate Windows skills assumed
- Advanced Functionality (similar to PoweRes)
- Easy, Visual and Intuitive GUI
- Similarities of Functions, Icons, graphics and methodology to PoweRes

These criteria are almost mutually exclusive! To build 'Easy, Visual and Intuitive GUI' web pages will require using advanced components, generating pages of HTML (slow).

The Remote Desktop is too bandwidth hungry, so that is out the run.

The only options left with, is to use web pages (slow or compromise GUI) or to look at a Dis-

tributed Application.

With a Distributed Application (DA) we can build a powerful visual GUI which is installed client side, and does not require 'downloading' through a thin pipe. We can use 'trimmed' & 'thin' data packets with a Distributed Application (DA). The only down side with a DA is that it brings complexities to manage versions (and bug fixes) and do upgrades.

Considering that the criteria are set in stone, we decided to go with a DA, and manage the version control the same way SAP and Standard bank do with their DA's.

This application is already under way, and it will be complete by the end of February 2008.

We will also install it on the Remote Desktop, just so that we can do remote support like we currently do.

end

## Credit Card Fraud No More!

### Fraud Syndicate Strikes

One of our customer airlines suffered more than R100,000.00 in credit card fraud from online transactions! This is a very real threat for all online (card not present) transactions.

The airline that suffered the loss, approached ACS, and asked if we can implement **3D Secure** for their TravelNetAfrica online transactions.

**3D Secure** is a process that ensures that only the owner of a card can perform an online transaction with his card on websites that are **3D Secure** enabled.

**3D secure** is a new technical standard developed between Visa and Mastercard, to further secure 'Card Not Present' (CNP, or online) transactions. These new standards are called **Verified by Visa (VbyV)** and **Mastercard SecureCard** respectively.

So before I explain how it works, let me first sketch how the fraud is done.

Fraudsters somehow obtain a copy of your card details, probably when you are innocently



waiting at the restaurant for your card, or in a busy shop when the cashier disappears into the 'back office' to do the transaction.

These stolen details are then used to make online bookings with, and once the card holder finds his statement, the transactions are identified as fraudulent, the bank refunds the monies to the card-holder, at the expense of the merchant (which in this case is the airline).

Any online credit card merchant is at risk of this fraud, and it is for this reason that Visa and Mastercard introduced **3D Secure**.

### What is 3D Secure?

It is a simple password-protected identity-checking service that takes the risk out of online retail, for you and for your customers.

You get protection from fraudulent transactions and the costs associated with it, and your customers get the reassurance they need to spend with confidence.

(Continued on page 6)

## Custom Branded Website

We have been trying for quite a while now, to convince our airlines to 'invest' in getting their own branded 'shopfront' accessible from- and running on their own websites.

One of our airlines, Swazi Express Airways, took up the offer, and now have their own branding and 'look and feel' website.

It is comforting for an internet user to feel secure and confident that the website that he is offering his credit card info on, is safe and secure, and does not 'change' branding from page to page. It is for this reason that we are offering all our airlines their own custom branded 'shopfronts', at no cost!

Please visit [www.FlySwazi.com](http://www.FlySwazi.com) to get a first-hand experience of a custom site. Take note, that even the address in the address line (URL) remains that of Swazi, even though the pages are served from our servers!

An added spin-off from this is the possibility to sell the additional available space on the booking pages around your 'shopfront' to other 3rd parties, and earn a handsome income from those 3rd parties.

Should you wish to explore getting your own branded website at no cost, please give us a call! Well done Swazi, this looks great!

(Continued from page 5)

## Eliminate Chargebacks

Verified by Visa helps protect you from fraudulent claims from cardholders – that they didn't take part in, or authorise, a payment. Once you are up and running with 3DSecure, you are no longer liable for chargebacks of this nature.

## Boost Customer Confidence

Visa Europe's research in Germany, Spain and the UK shows that 84 percent of people who do not shop online would be more likely to with Verified by Visa. Of established Internet shoppers, 71 percent say they would do so more frequently.

## Implement with Ease

Using 3DSecure is a matter of adding a quick extra step to your online checkout procedure. For customers, enrolling takes moments and each purchase is accompanied by a personalised secret message from their card issuing bank.

We have completed the development and implementation with one of our airlines. As far as I am aware, we are the first airline website that is 3DSecure! This peace of mind is available for all our airlines at a minimal cost.

Please give me a call for more information.

## Payload Controlled Availability

We delivered a new module that guarantees maximum availability within the Payload restrictions of your aircraft, any day, any date!

Never 'bump' pax or bags again, or fly empty seats due to static limits of seat availability.

To read more please see 'What's New' on [www.AirlineCS.com](http://www.AirlineCS.com).



### Contact Us

**Website** : [www.AirlineCS.com](http://www.AirlineCS.com)  
**Telephone**: +27 11 6123153  
**E-Mail** :  
[willem@AirlineCS.com](mailto:willem@AirlineCS.com)