



The Future of Air Distribution

Evolve or Evade

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Not long ago, starting an airline meant...



Wealthy Investor



Lease Cheap Older Planes



Cram them with Seats



Snazzy Livery



Zippy Name



Underused Airports & get a PSS



Website & Promotion



Sell Tickets

Ready to take off..



The Airline of the future...



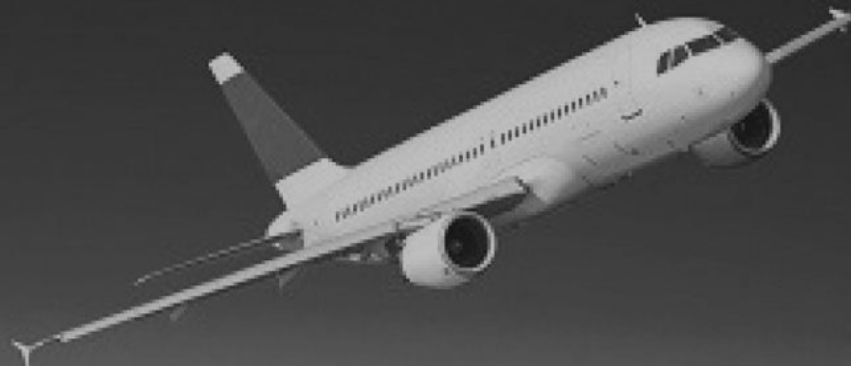
Technology



Data



Retail



The evolution of Air Distribution over the last 50 years...

Mainframes

Copper, Satellite,
Connectivity

Internet

Meta

SoMo

Analytics &
Cloud

AI,
Block chain & other
advanced technologies

1960s

1980s

1990s

2000s

2020s



The future of Distribution cannot ignore the changing trends...

Passenger Base
that is creating
wealth and
traveling

Changing and
Diverse
Population

Increased Older
Passengers

First Time
Travellers

Passengers aged between 25 to 54 will increase 4.8%
12% more people worldwide age 55 to 64,
18.9% more people age 65 and older

UK, Cuba, South Korea, Singapore, and Slovakia joins France, Italy, Japan, Germany, Spain and 25 other countries with people > 65



Visible Trends

- Airline joint ventures replace airline alliances
- Airlines rely on LCCs for meaningful amount of traffic
- Reduced reliance on interlining
- Reduced emphasis on code sharing
- LCCs become feeder partners to network airlines



Customer at the centre

The catalysts to customer - centric approach

- New Distribution Capability (NDC)
- OneOrder



Why differentiate?

Everybody knows why a certain device is priced the way it is!



The Big Change in Distribution

Passive to Active Distribution

Passenger - centric environment

Flexible

Dynamic



5 Drivers for the future of Active Distribution

- Cater to the 'Connected Customer'
- Personalize and create relevancy
- Passenger –centric shopping process
- Global cache
- Drive attribute based selling





THANK YOU!