

Datalex at a Glance

Who we are

Datalex's purpose is to transform airline retail.

We are a market leader in digital commerce for travel, powering modern digital retailing for airlines.

The Group is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China.

Datalex is a publicly listed company on Euronext Growth, Dublin.

Our values

One Team



Perform



Do Right



Results Matter



We Innovate



Our customers

Aer Lingus,
Air Changan,
Air China,
Air Transat,
Copa Airlines,
Edelweiss,
Guangxi Beibu Gulf Airlines,
JetBlue Airways,

KLM,
SAS,
Tianjin Airlines,
Trailfinders,
Turkish Airlines,
Urumqi Air,
Virgin Australia
and West Air.

What we do

Datalex is transforming the travel experience and driving airlines' future growth by:

- › Digitalising the end-to-end travel experience on every device, across every distribution channel and at every touchpoint in the customer journey.
- › Providing airlines with advanced retailing products to increase revenue and profit as digital retailers.
- › Partnering with airlines to create differentiation and leadership in the digital retail space.
- › Accelerating airlines on their path to true customer centric retailing.
- › Enabling increased monetisation of airline products and services.

Strong industry credentials

Datalex has led the way for airlines in their direct distribution from the early days of the Internet Booking Engine and continues to provide market-leading digital retailing capabilities that set airlines apart from their competition. Datalex has a strong track record of delivering cutting-edge digital transformation for progressive airline brands.

Where we are going

Datalex is for airlines that don't want to stand-still with legacy systems and an out-of-date retail experience that falls short of customer expectations. Our expertise in, and vision for truly modern digital retailing, is now more important than ever before. Our investment in SaaS, AI and automation is helping to accelerate airlines' digital journeys.

Our products

Datalex omni-channel products allow airlines to increase the range and scale of revenue-generating products and services they can offer to passengers throughout the end-to-end travel lifecycle.





- › Datalex **Direct**
- › Datalex **Merchandiser**
- › Datalex **NDC**
- › Datalex **China Shopping and Pricing Engine**
- › Datalex **Dynamic**
- › Datalex **Pricing AI***

* New Product Launch 2022

Our strategy

Our strategy is to drive accelerated and sustainable growth by creating market leading retailing products that enable airlines to grow revenue and profit as digital retailers.

Our strategic pillars:

- › Customer at the core 
- › Product first and future proofed platform 
- › People 
- › Operational excellence 
- › Commercial strength 