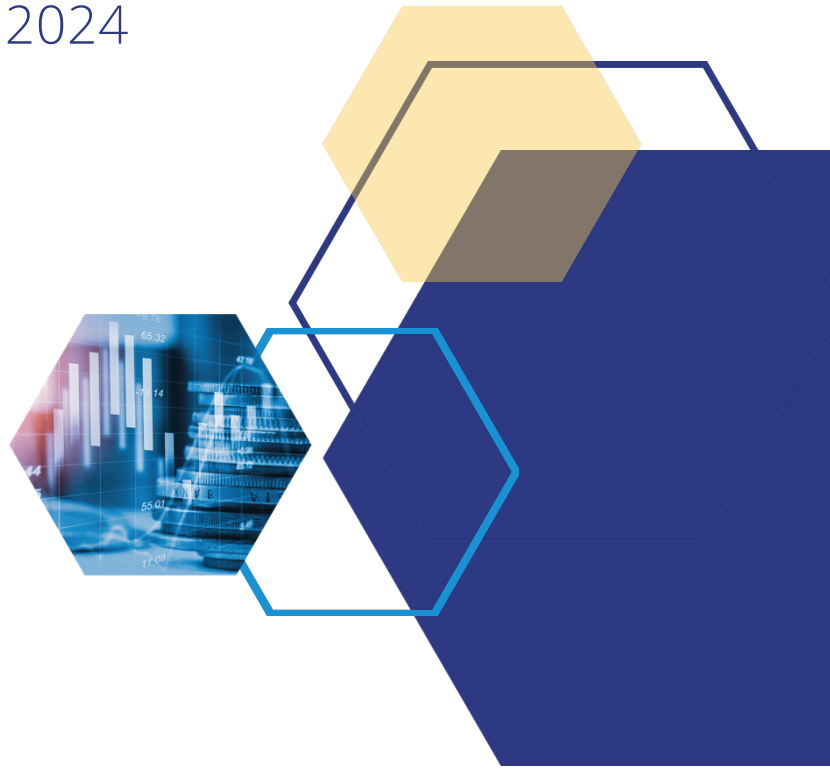
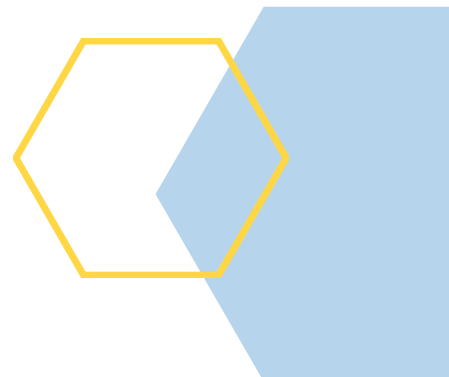




FIRST VIEW  
September 2024



# Air Macau Adopts Datalex Offer Management





## THE FACTS

On 23 September Datalex announced that Air Macau has gone live with its Offer Management solution. On the same day it announced the launch of its Offer and Order Management system and three days later the company disclosed a new €25 million capital injection, predominantly from existing shareholders.

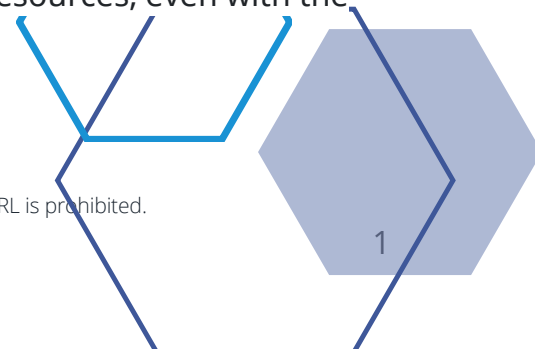
## THE ANALYSIS

Datalex is one of the longest-established companies specialising in airline commercial software. It was founded in Dublin in 1985 to create terminal emulation software for the then-new IBM personal computer. Subsequently it became one of the leading early developers of Internet Booking Engines as well as providing development resources to airlines and others using the TPF operating system. In recent years it has embraced the concepts of modern airline retailing as described in the IATA NDC and ONE Order standards. It was one of the first vendors to establish the idea of an omnichannel approach to distribution and delivery well over a decade ago.

The last few years have been hard for Datalex. The Covid-19 pandemic was brutal for every company depending on the airline industry and for Datalex this was compounded by the fallout from a major failed project with the Lufthansa group. As the industry has recovered Datalex has seen significant changes in its top management team and reductions in staff levels. The willingness of existing shareholders to put up €25 million to stabilise its financial position suggests that they have confidence in the new management team to plot a path to future success.

The Offer and Order Management system is initially a “box on top” solution that will depend on an underlying PSS to provide backwards compatibility with traditional airline distribution and delivery channels. Eventually the company intends that it will displace the PSS altogether and operate as an autonomous commercial environment. This will require the addition of substantial new functionality, notably around the “D” in OOSD as the system currently has no delivery capability. The most likely path to achieving this will be partnership. The investment needed to create a new delivery platform from scratch is likely to be beyond the company’s resources, even with the new working capital.

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## THE SPECULATION

Winning the business of Air Macau for its Offer Management components is significant for Datalex. The airline carried around 2 million passengers in 2023 and is expected to grow significantly over the next few years.

Perhaps more significantly though, Air Macau takes most of its commercial systems from the Chinese government-owned provider TravelSky. This company is the third of the big three PSS providers alongside Amadeus (including Navitaire) and Sabre (including Radixx) and is the only one of them yet to show its hand in the move towards OOSD. If Air Macau and Datalex build a successful Offer/Order capability on top of TravelSky that might open the path to Datalex regaining a strong position in the Chinese market.

The flurry of announcements from Datalex came just too late to be included in T2RL's annual survey of the market for airline retailing and delivery systems<sup>1</sup>. That omission will certainly be corrected in the next edition and the company will hope that Air Macau will not be the only customer listed.

*T2RL Travel Technology Research Ltd, is an independent sourcing and research company that specializes in airline technology and distribution. Based on data since the year 2000 it has tracked industry trends for airlines as well as their IT providers, distribution partners, and customers. All parties use its research to make informed business decisions to meet current and future needs. For further information, visit our website at [www.t2rl.com](http://www.t2rl.com).*

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<sup>1</sup> [The Market for Airline Retailing and Delivery Systems](#). Available to subscribers at [t2rl.net](http://t2rl.net)  
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