



DataCore Product Configuration Options

Product Description

DataCore™ is the data and processing platform that powers real-time fare availability, personalization settings, and dynamic travel offer generation across a customer's digital experience.

DataCore™ integrates with the existing booking flow to provide accurate pricing data, customer behavior insights, and flexible configuration options that support travel marketing and booking optimization.

DataCore™ extends the capabilities of Offer Marketing by enabling additional data inputs, enhanced personalization, and scalable processing infrastructure designed to support growing travel data requirements. The platform is composed of: the core data infrastructure included with Offer Marketing; and optional features to expand personalization, data coverage, analytics, and automation.

Each DataCore™ add-on accessed by the Customer is subject to the terms outlined in the corresponding Order Form, including features, configurations, languages, markets, and use rights. The specific features and categories of DataCore™ are outlined below.

Product Features

DataCore™ provides the foundational infrastructure required to support dynamic travel pricing and personalization. Core capabilities include:

- Real-time fare data ingestion
- Economy fare data availability
- Business rules and pricing logic configuration
- Integration with FareNet or other pricing data feeds
- Route and destination configuration
- Support for existing customer languages and markets

These core capabilities support all optional DataCore™ features.

Additional Add-on Features

DataCore™ includes a comprehensive suite of expansion and category sets that enhance customization and personalization. Customers may enable additional features to extend



functionality. These add-ons are grouped as: Expansion Sets; Personalization; Data Analytics; Fare Refresher; Dynamic Offers; AI Agents.

Expansion Set: Location Attributes

Location Attributes allow destinations to be grouped according to travel themes or attributes and enables fare retrieval by attribute, ensuring contextually relevant travel content.

Examples include:

- Ski destinations
- Beach destinations
- Family travel
- Food and beverage experiences

Expansion Set: Travel Classes

Travel Classes enable fare display and filtering by multiple cabin class. Travel classes can be displayed individually or combined based on the customer's configuration.

Supported configurations include:

- Economy
- Premium Economy
- Business
- First Class

Expansion Set: Branded Fares

Branded Fares allow airlines to display fare families defined within their booking system. This allows for custom configuration of personalized branded fare types as defined by the customer, by individual cabin classes or across all classes. This enables clearer presentation of fare options and improved customer transparency.

Capabilities include:

- Fare family configuration by airline
- Display of branded fare tiers
- Mapping branded fares to cabin classes

Expansion Set: Loyalty Awards

Loyalty Awards enable display of fares based on loyalty programs.



Capabilities include:

- Points-based pricing
- Mileage redemption values
- Combined display of cash and loyalty fares

Expansion Set: Multilingual Support

Multilingual support allows travel content and fare data to be displayed in multiple languages.

Capabilities include:

- Individual language configuration
- Multi-language packages
- Regional localization support

Personalization: Geolocation

Geolocation personalization allows travel offers to adapt based on the user's location to enable richer personalization options. This helps ensure users see travel options that are most relevant to their geographic context.

Capabilities include:

- IP-based location detection
- Regionally relevant pricing displays
- Market-specific promotions and messaging

Data Analytics: FareNet Analytics Dashboards

The FareNet Analytics Dashboards provide visibility into fare performance and customer engagement. These insights can help optimize pricing strategies and marketing campaigns.

Capabilities include:

- Route performance insights
- Fare engagement metrics
- Traffic and interaction analytics
- Customizable dashboards

Fare Refresher: Cash

The Fare Refresher automatically updates pricing information based on a set of routes and configurations for cash-based fares.



Capabilities include:

- Scheduled refresh of selected routes and travel dates
- Automatic refresh for specific set of routes
- On-demand changes via configuration worksheet
- Support for multiple currencies and travel classes (*when applicable*)

Fare Refresher: Awards

The Fare Refresher automatically updates pricing information based on a set of routes and configurations for awards-based fares.

Capabilities include:

- Scheduled refresh of selected routes and travel dates
- Automatic refresh for specific set of routes
- On-demand changes via configuration worksheet
- Support for multiple currencies and travel classes (*when applicable*)

Dynamic Offers: FastSearch Integration

FastSearch is an optional DataCore capability that accelerates fare discovery for selected routes and travel dates to help ensure consistent data availability for dynamic travel offers. FastSearch can operate alongside FareNet, third-party APIs, or other pricing feeds, ensuring reliable fare coverage for dynamic offer generation.

Capabilities include:

- Rapid fare discovery across configured routes
- Improved coverage for less frequently searched routes
- Support for multiple travel classes and date ranges

AI Agents: Content Tools

The AI Content Tools provide generative AI capabilities within the airTRFX Control (CMS) to assist with marketing initiatives and updates.

Capabilities include:

- Automated campaign generation; Dynamic Pricing airModule creation; Custom Page generation; etc.
- AI-assisted travel messaging and translations
- Guidance and overview of workflows and tasks



Product Integration

DataCore integrates with the the existing booking and pricing systems. Key integration features include:

- Deeplinking into the customer's Internet Booking Engine (IBE), enabling users to navigate directly from fare displays to the booking experience.
- Fare data can be sourced leveraging FareNet, which collects the lowest available fares via real-time end-user search data from the IBE to populate offer displays. Implementation typically requires placement of the FareNet pixel on:
 - Flight Search Results Page
 - Calendar Page
 - Confirmation Page – *for end-to-end tracking data enablement*
- Alternatively, fare data can also be supplemented or sourced from pricing feeds or third-party API integrations, or the FastSearch add-on.
- Travel class or branded fare mappings should be configured to ensure alignment with the customer's booking system.

Product Inherited Settings

DataCore leverages existing customer configurations, including:

- Business logic and rules
- Languages and look-and-feel personalization based on the Design System

Use Rights Definition

PROS grants use rights for each DataCore product on the specified webpages, per the customer's DataCore Order Form. This includes mutually agreed-upon display rules, settings, and other configurations.

Customer Responsibilities

To successfully implement DataCore Add-ons, the Customer must provide or have provided the following:



- Integration of FareNet™ JavaScript code or a third-party system that delivers both pricing and popularity data.
- Configurations of pricing rules to define fare types (e.g., cash, points, awards) for customized fare display and application across the system.
- Deep link configuration details to enable seamless integration with the Customer's Internet Booking Engine (IBE).
- A comprehensive list of routes and location data to ensure accurate fare and location displays for the expanded DataCore product(s).
- Mapping of any travel class or branded fare data (if applicable).
- Any whitelisting requires to integrate into customer systems.
- Any documentation required to integrate into customer systems.
- Any translations required for the DataCore product(s), unless not specified.