



DataCore Product Configuration Options

Product Description

DataCore™ serves as a robust backend architecture designed to provide accurate, real-time fare data and personalization settings, powering dynamic pricing and travel booking capabilities across the customer's digital experience. Integrated into existing booking flows, DataCore delivers essential pricing and customer behavior insights, while supporting a variety of expansion categories and configurations. DataCore products extend the value of existing Offer Marketing licenses by incorporating additional data points and enhanced processing infrastructure. This increased data capacity allows for richer insights and improved performance, designed to scale seamlessly with growing data needs.

Each DataCore Expansion Set 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 includes a comprehensive suite of expansion and category sets that enhance customization and personalization for travel customers. Available features across all configurations include:

- **Real-time Fare Updates:** Access to continuously refreshed fare data for cash and award types, ensuring accurate pricing via Fare Refresher or other supplemental pricing feeds.
- **Customization & Personalization:** Flexible options for geolocation, cabin classes, trip types, and branded fares, providing tailored travel offers to enhance user engagement and meet customer objectives.
- **Multilingual & Multimarket Support:** Supports licensed languages, locations, and other regional settings, empowering global reach with locally relevant travel content.

DataCore Expansion Sets

Available Expansion Sets include:

1. **Cabin Classes:** Offers fare data filtered by specific cabin classes or provides all classes as required.



2. **Branded Fares:** Allows configuration of fare displays for branded fare types as defined by the customer, by individual cabin classes or across all classes.
3. **Awards:** Enables data for loyalty award points and miles.
4. **Languages:** Allows multilingual support, configured in individual languages or as comprehensive language packages.
5. **Trip Type:** Supports fare display customization for one-way, round-trip, or combined travel.
6. **Location Tagging:** Enables location tagging with a set of categories and tags enabling fare retrieval by location attributes, ensuring contextually relevant travel content.

DataCore Personalization

Personalization empowers travel context tagging and customization, enabling richer personalization options. Available Personalization includes:

1. **Geolocation:** Uses IP-based geolocation to personalize fare displays based on the user's current location.

Fare Refresher Options

The Fare Refresher enables an automatic refresh of a specific route list, when routes have not been searched for a specific period, to ensure fare availability. Additionally, airlines with the feature will be able to schedule a refresh for selected route(s), date(s), and currency(ies). Fare Refresher options include:

1. **Fare Refresher - Cash:** Delivers the latest cash-based fare data in real time.
2. **Fare Refresher - Awards:** Provides the most up-to-date loyalty points and miles values for travel bookings.

Product Integration

DataCore's integration supports seamless fare data distribution and personalized travel offerings. Key integration features include:

- **Deep-linking to Booking Engines:** Integrates with the customer's Internet Booking Engine (IBE), supporting direct navigation for enhanced user experiences.
- **Fare and Data Integrations:** Displays rates sourced from FareNet or customer-provided pricing feeds. FareNet is a proprietary script that collects User Search Data from our clients' internet booking engines (IBE) in real-time. As users search



for flight fares, FareNet captures the lowest daily fare in the search results and sends new low fares to be populated across the web. The FareNet pixel is a single line of code implemented into the Flight Search Results Page, Calendar Page and Confirmation Page (*for end-to-end tracking*).

- **Cabin Class Mapping:** Travel class or branded travel class mappings to align fare displays with specific travel segments as collected in the customer Booking Engine (*as needed*).

Product Inherited Settings

DataCore leverages existing customer configurations, including:

- Business logic and rules
- No impact to current FareNet or additional Fare source integrations
- 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.