

avtra

MEET US:

T2RL **T2RLENGAGE** ²⁰/₂₅
22-24 SEP 2025 | SANCROFT, ST PAULS, LONDON

WORLD
AVIATION
FESTIVAL

Tuesday 7 - Thursday 9 October 2025
FIL, Lisbon, Portugal



Trusted solutions
for airlines, airports
and travel agents



We chose Avtra to help us launch our sales quickly with their advanced, feature-rich distribution solution in fiercely competitive and rapidly changing markets that are Uzbekistan and Central Asia today.

Abdulaziz Abdurakhmanov
Founder and Chief Executive
Centrum Air





Avtra is one of the world's leading providers in technology solutions for the aviation and tourism sectors, delivering end-to-end software solutions for airlines, airports and travel agents. We have successfully utilised some of the greatest talent in the business with our ambitious vision to deliver superior, stable, accessible and user-friendly software solutions, seamlessly integrating the latest open technologies to keep businesses ahead of the game in every respect. Driven by the future, our leading-edge system is both modern and new, allowing our customers to better adapt to change. It comprises of multiple smart modules enabling quick and easy adjustments to business logic and presentation through simple customisable rules.

From our base in Dubai, Avtra manages and operates our global presence. Our teams in the United Arab Emirates, Sri Lanka, Serbia and Malaysia provide continuous support across all time zones. Alongside this, we deliver expertise in consulting, software development, business intelligence, integration and maintenance - ensuring our clients benefit from complete, end-to-end solutions.

Empowering aviation and travel



Why Avtra?

Avtra has embraced developments in technology to enable the industry to transform its traditional processes, unlike rigid and expensive legacy systems. The extensive experience of our team in integrations, migrating SITA systems and others, enable us to incorporate the latest technologies with the rapidly evolving needs of the industry. We take great pride in being able to meet the requirements of airlines and operators of different business models, shapes and sizes. Our forward-thinking team works alongside seasoned professionals with decades of airline PSS development and data migration experience and expertise. We ensure our solutions go above and beyond the travel industry requirements by providing clients with fully connected systems built using the latest open technologies.

Avtra offers a sophisticated, modern and robust system, which adds value to your business. We help many airlines and airports profitably scale their companies by enhancing their commercial and marketing capabilities. Avtra has extensive experience with scheduled, charter and mixed operational models, with deep understanding that every client is different. Furthermore, we are broadly involved with airport infrastructure and check-in boarding related processes and hardware.

The Avtra solutions

We offer highly competitive, state-of-the-art solutions that address rapidly evolving industry trends and needs and can satisfy the requirements of different airline operating models, regardless of how big or small the company is or the stage of its development. Our multi-lingual platforms provide hassle-free and cost-effective tools for all core business processes, and thus help to control and significantly lower everyday operational expenditure. We aim to simplify processes and provide a truly enjoyable experience for all - before, during and after each journey.

Avtra's solutions, including the Passenger Service System (PSS), Departure Control System (DCS), Frequent Flyer Program (FFP) and Online Travel Agent (OTA) platform, comprise of a wide variety of modules which can be deployed together or individually to support your business' sales, revenue, management, loyalty and airport operations in order to enhance the passenger travel experience. Furthermore, our offer enables you to select features and options that address your specific needs.





Avtra

PSS

The Avtra Passenger Service and Distribution platform brings to the forefront modern digital tools that deliver crucial operational scalability and flexibility to airlines of any size and business model. We have managed to incorporate proven functionalities with the latest technology and software innovations, to deliver an array of modules that can be deployed either jointly or individually.

Airlines are free to select features and options that address their specific needs, knowing that the platform provides business-crucial schedule management, inventory and ancillary management, pricing management and booking management modules among others. The system is constantly upgraded, keeping up with the latest technological improvements and business trends.

The Avtra PSS has a short implementation time. It is a proven and advanced solution with a diversified customer base.



**ALL-IN-ONE
WEB BASED SOLUTION**



**PERSONALIZED
E-COMMERCE**



**WIDEN DISTRIBUTION
WITH OTA & GDS**



**AUTO SCALABLE
ROBUST SYSTEM**



**IATA AND INDUSTRY
STANDARDS COMPLIANT**



**POWERFUL
BI & ANALYTICS**



**MANAGE
NETWORK OF AIRLINES**



**LATEST
TECHNOLOGIES**

- Agent booking engines
- IBE / Mobile booking
- NDC/OpenTravel API
- Network/Schedules manager
- Inventory management
- Ancillary management
- Pricing management
- Revenue management
- Personalization engine
- Revenue accounting
- Agent management
- Product/Commercial manager
- BI/Analytics engine
- GDS and ET management
- Codeshare/Interline manager
- Charter flights management
- Group booking manager
- Disruption manager

Avtra DCS



QUICK INTUITIVE CHECK-IN



ACCESSIBLE FROM ANY DEVICE



CUTE READY



INNOVATIVE ANCILLARY RETAILING



FULLY APPS COMPLIANT



INTEGRATED WEIGHT & BALANCE

- Automated check-in
- Ancillary merchandising
- API regulatory checks
- Flexible baggage management
- Automated passenger management
- Infant seating management
- Smart disruption management
- ATB/BT printing capability
- Multi-channel check-in possibilities
- Multi-tiered user management and security
- Through check-in support
- E-Ticketing, IATCI and TIMATIC support
- Swift boarding process
- Integrated weight and balance module
- Comprehensive flight management
- Seating management
- Incoming message management
- Outgoing message management
- Intuitive user interface
- Flexible hosting
- Passenger tracking and delay management
- Self-service check-in

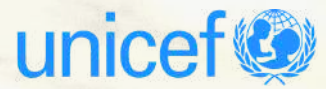
The Avtra Departure Control System incorporates the latest technologies to deliver a superior customer experience, while maximizing revenue and ancillary potential for both airlines and airports.

Unlike legacy systems, the Avtra DCS focuses on check-in and boarding formalities in order to reduce waiting times and departure procedures. We have also created an advanced Disruption Manager functionality, allowing airlines to promptly re-accommodate inconvenienced passengers in the event of delays, aircraft changes or flight cancellations. Furthermore, Avtra DCS ensures speedy boarding via its seamless boarding interface. The system is fully compatible with CUTE standards and is ready to integrate with all leading platforms.

Operating an advanced DCS helps airlines reduce costs. Legacy systems have a limited ability to personalise an offer to a customer. In the age of unbundling, numerous fare categories and ancillaries, this means lost income for airlines. In order to streamline departure control operations and boost revenue potential, Avtra has included a number of features to its DCS. These include comprehensive API regulator checks, airport passenger tracking and delay management, multi channel check-in possibilities, comprehensive flight management and multi-tiered user management and security, to name a few.



We actively contribute and support:



International Red Cross and
Red Crescent Movement



Avtra, for a better world.



At Avtra, we are driven by a passion for making the world a better place.

We believe in equality and inclusivity, treating all individuals with respect, regardless of their backgrounds, nationalities, religions, or personal beliefs.

Our We Care initiative embodies these values, bringing our commitment to positive change to life. Through partnerships with various charities and organizations that share our vision, we work to improve the lives and health of people in need worldwide.

One example of our efforts is our collaboration with AirServ International, to whom we proudly donate our full PSS solution - a highly customized version designed specifically for humanitarian relief. This powerful tool supports the transportation of medical professionals, charity workers, and critical relief supplies across the globe, helping make a real difference in communities facing challenges.



**AVTRA INITIATIVES FOR
A BETTER TOMORROW**



Frequent flyer programs are becoming increasingly more sophisticated with carriers trying to balance between the limitations of their existing FFP systems and their own revenue policies. As a result, most passengers are confused on what exactly their loyalty program offers them and gives airlines little room to provide greater benefits. Recognizing these problems, Avtra FFP is designed to be simple, easy-to-use and comprehensible.

Avtra FFP supports all the standard features of an FFP system, such as fare value, distance and flight segment-based miles/point configuration, member and member card management, as well as a comprehensive accrual and redemption rule engine. The module provides airlines with the flexibility to incorporate their unique loyalty program into the system by enabling all configurations to be performed directly by airline staff. In addition to the standard features, the module offers an in-built CRM along with a personalization layer to reach the modern traveller at every touchpoint of their journey.

Avtra FFP is a valuable platform for both airlines with an existing program and those looking to introduce a new loyalty scheme.

Avtra FFP



**EXTENSIVE
RULES ENGINE**



**ALL-INCLUSIVE
MILES MANAGEMENT**



**IN-BUILT
CRM**



**FULLY CUSTOMIZABLE
B2C PLATFORM**

- Fully customizable B2C platform
- Innovative campaign management
- Comprehensive miles management
- Reliable FTL processing
- Extensive frequent flyer rules manager
- Simple partnership and partner card management
- Advanced member and card management
- Integrated customer relationship management

Our power-packed travel agency B2B and B2C solution offers seamless flights, hotels, car rental and ground transport, tours and excursions, insurance and many other booking processes across multiple platforms, airline companies and service providers.

Avtra ConnectOTA is a highly-flexible web-based platform that incorporates all the aspects of travel agency management – from scheduled and charter flights management, block and guaranteed hotel bookings to numerous travel and holiday ancillary services. The platform integrates with any e-booking portal, sales platform or website, providing a stable and mature B2B or B2C virtual gateway for everyday transactions.

The platform offers comprehensive sales transaction management for OTAs and Tour Operators of any size or domicile. Its simple and user-friendly layout and integrated processes stimulate and lead users to positive transactional outcomes and ancillary sales.



Avtra ConnectOTA



**SEAMLESS
API CONNECTIVITY**



**STRAIGHTFORWARD
CHARTERS MANAGER**



**COMPREHENSIVE
CONTRACT MANAGER**



**FLEXIBLE
B2B PLATFORM**

- Sales reports (Sales, charter, user, comparative)
- B2B Client management (Credit/debit, commission/mark-up, round-up)
- Web services management (Flights, hotels, travel services)
- Contract management (Credit/cash, upload/download documents)
- Sales channel management (B2C, B2B, Avtra ConnectOTA network)
- Charter capacity management (Charter flights, block hotel bookings, tours)



At your altitude.



Avtra's airline and aviation products suite has been successfully deployed for years, helping our clients not just move forward, but take the lead in highly competitive markets.

Built to perform under pressure, our solutions have consistently proven their resilience, reliability and responsiveness in 21st century aviation operations.

Today, we (em)power airlines around the world, delivering seamless passenger experiences, meeting tight budgets and exceeding the expectations of even the most demanding stakeholders - simply put, making the impossible a reality and taking our clients to new heights.

avtra.com

Experience and recognition

Avtra has years of experience in the air travel industry and has implemented and managed projects in a number of major airlines across the Middle East, North Africa, East Asia, the CIS region and South America. Our experts are fully dedicated to exceptional customer service, intelligent strategy and advanced software that powers your business. Avtra is constantly innovating, updating and upgrading its products in order to enhance commercial and omnichannel distribution capabilities. We collaborate with a number of third-party service providers with the aim to boost airline capabilities and support the growing demands of the industry.

Our efforts have been recognised on numerous occasions, including the International Air Transport Association (IATA), with Avtra holding NDC and IFG Solution Provider certification. Furthermore, Avtra's development arm was awarded the coveted National ICT Gold Award for Tourism and Hospitality in the Consumer Category and a Silver Award as the Overall Winner. These awards serve as an acknowledgment of our success in transforming our industry in a highly competitive field.



Close to you, globally

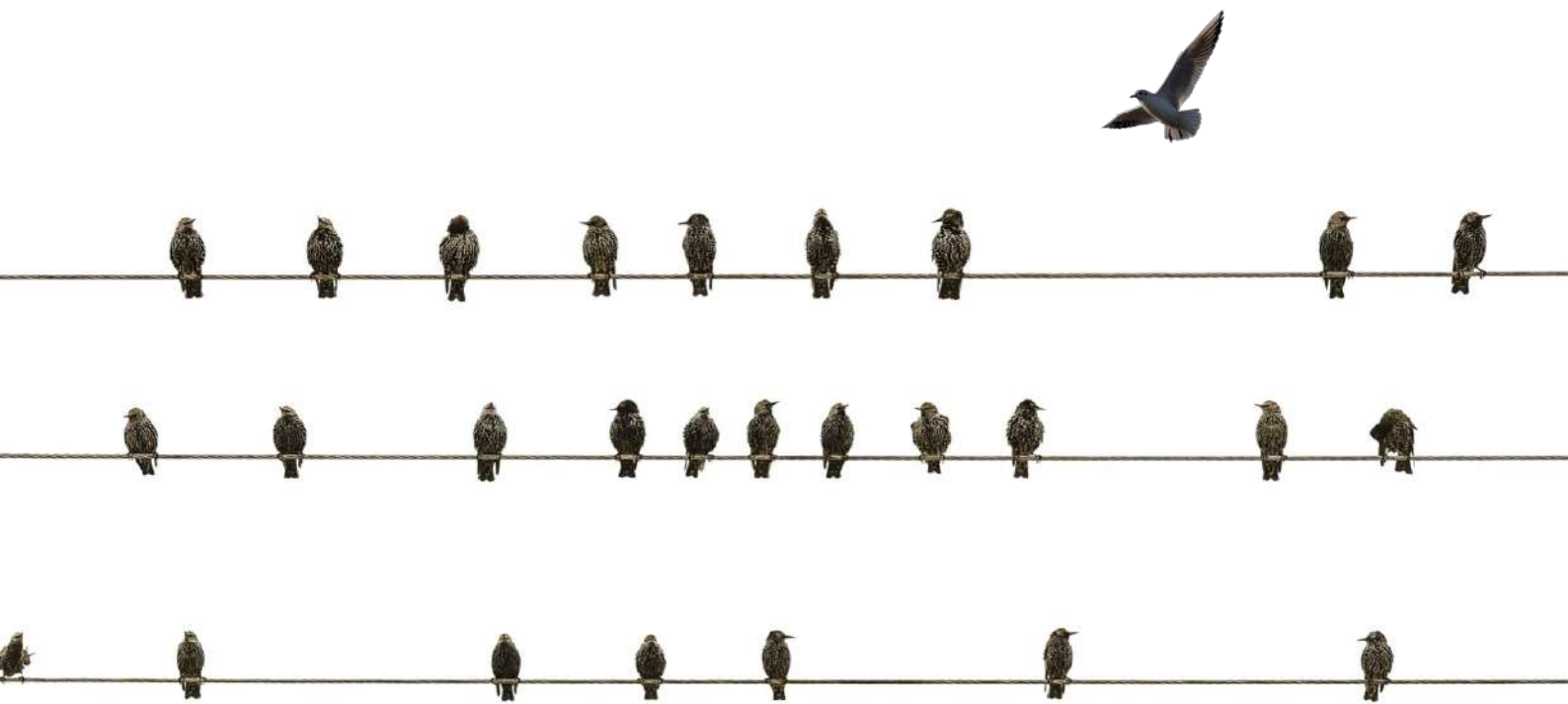
24/7/365

No matter where you are in the world, Avtra is always within reach – thanks to our extensive global network of dedicated offices, trusted partners, and local agents across every continent.

Headquartered in Dubai, we provide 24/7/365 online and phone support to clients worldwide, delivered through our large and ever-growing development center in Colombo.

Rest assured that with Avtra, your success is our mission.





Becoming part of the Avtra family

Avtra empowers many airlines, airports and travel operators worldwide to be better equipped and more precise in navigating commercial opportunities - by providing them with flexible, customised, innovative and cost-effective systems. We strongly focus on effective results. Therefore, we combine deep functional knowledge and global benchmarks to produce efficient outcomes.



For further inquiries or to book a demonstration of our software and services, please contact marketing@avtra.com



**NBQSA 2020
Gold Award**
Tourism and Hospitality
Consumer Industry



**NBQSA 2020
Silver Award**
Overall Winner



**APICTA 2020-21
Category Winner**
Consumer, Media,
Tourism and Retail
Category

Avtrasoft FZCO
Office 6EB 339-SD33
Building 6EB East
Dubai Airport Free Zone
Dubai, United Arab Emirates



avtra



Avtra Passenger
Service System (PSS)



Avtra Frequent
Flyer Program (FFP)



Avtra Departure
Control System (DCS)



Avtra ConnectOTA

