

Change to white Retailaer logo (to be provided), placed centred.

Create Hamburger menu system, in particular efficient on mobile device.

Get in Touch button.

Review <https://www.sas.se> Hamburger menu and mobile app behaviour.

Modern Offer & Order. Real Revenue Lift.

Customer-first airline retailing—dynamic offers, simplified orders, and payments that don't get in the way.

[Book a Demo](#)[See Solutions](#)

Next-Generation
Airline Retail & Distribution
Solutions

Maximise revenue, achieve targets and deliver exceptional customer experiences with our cutting-edge platform built for Customer-first airline retailing with Offers and Orders.

Get in Touch

12 years

Industry Experience

5M+

Orders Processed

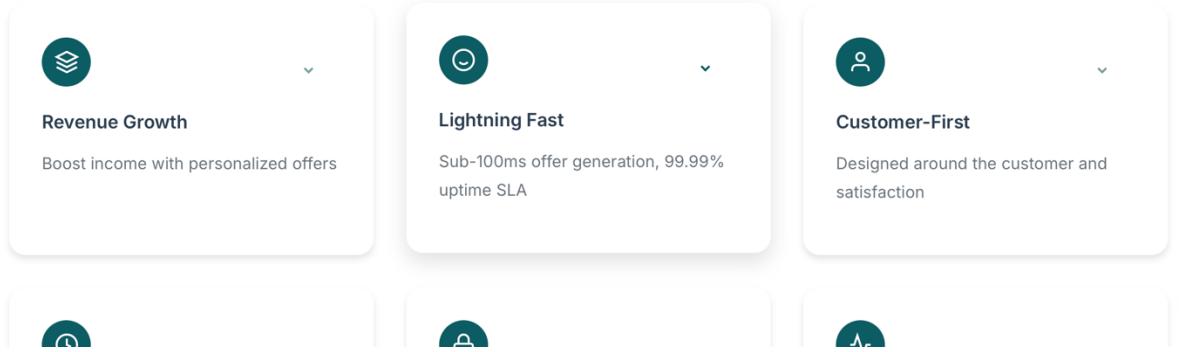
300+

NDC-Ready Capabilities

Remove section

Why Retailaer?

Built for IATA NDC and ONE Order standards



Powerful Features for Offer and Order Management

Everything you need to revolutionise your airline's offer and order management in one connected and integrated platform.

9 are too many boxes, let's keep to 3 or max 4 – less is more!

Remove:

- Enterprise security
- 24/7 Support
- Industry leader
- Data Insights
- Modern tech

Keep these boxes:

- Dynamic Offer Creation

Create relevant offers in real-time based on customer preferences, market conditions, and product availability with a flexible shopping basket.

- Instant Order Processing

Process orders with lightning speed while maintaining accuracy across all channels and touchpoints, support multi-PNR orders and seamless PNR synchronisation.

- Real Revenue Uplift

Increased average shopping basket value with cross-sell and upsell opportunities at every stage using best in class retailing practises.

- Customer-Centric Design

Built with the customer journey in mind, ensuring exceptional experiences from shop to post-purchase, distributing your offers across all channels including direct, OTA, and metasearch platforms.

How it works



Dynamic Offers

Tailor offers to passengers in real-time for improved conversion rates



Order Simplification

Simplify complex ancillary sales through a Recording process



Payments

Whether simple or complex, we handle your payment needs end-to-end

[View all Insights →](#)

How it works

Build stronger loyalty, unlock higher sales, and deliver seamless experiences

If we can reverse the order to:

- Payment Orchestration

Make local payments available globally to increase transaction success rate by 45% with a one-click check-out process.

- Customer Profiling

Identify and recognise the customer at every step of the retailing journey to ensure the most relevant offers are created in every channel.

- Order Simplification

Reduce the complexity of classical documents and process multi-PNR orders to the outside world in a comprehensible way.

- Dynamic Offerings

Tailor inventory and non-inventory based product offers to customers in real-time for improved conversion rates and dynamically apply pricing rules dependent on shopping basket content.

[View all Insights →](#)

Latest Insights

[View all Insights →](#)

Seems not placed correctly to its reference – the section below?

Latest Insights

[Manage Insights →](#)

REPORT

Payments your CFO likes

Everything from payments to payouts with ease—secure, reliable, and fully compliant.

BLOG POST

The customer-first revolution

Putting customers at the center transforms your airline retailing strategy and boosts revenue.

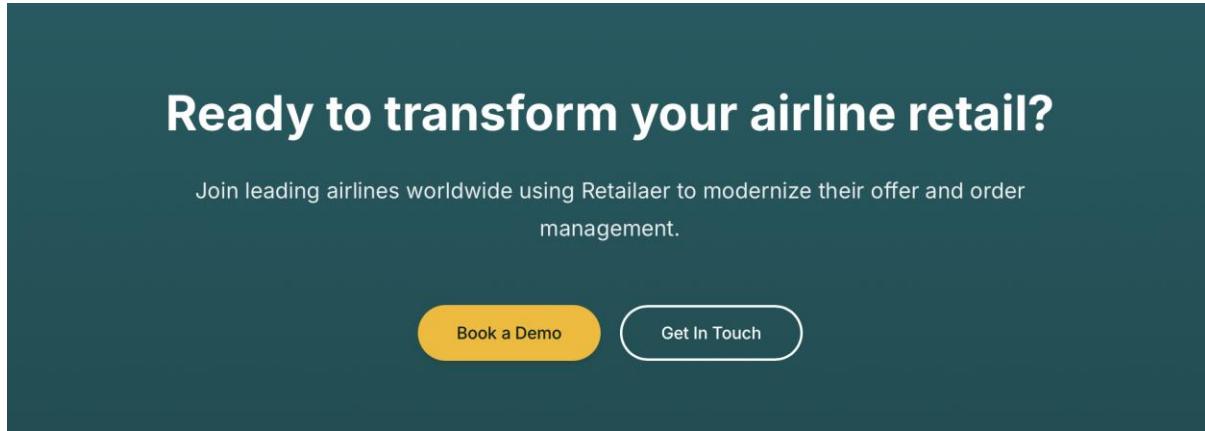
GUIDE

Beyond the PNR

Why traditional PNR systems hold airlines back and how modern order management unlocks opportunities.



Section is fine, maybe we can work on the colours – they are very palette at the moment and neither light blue and pinkish is on our scale of things.



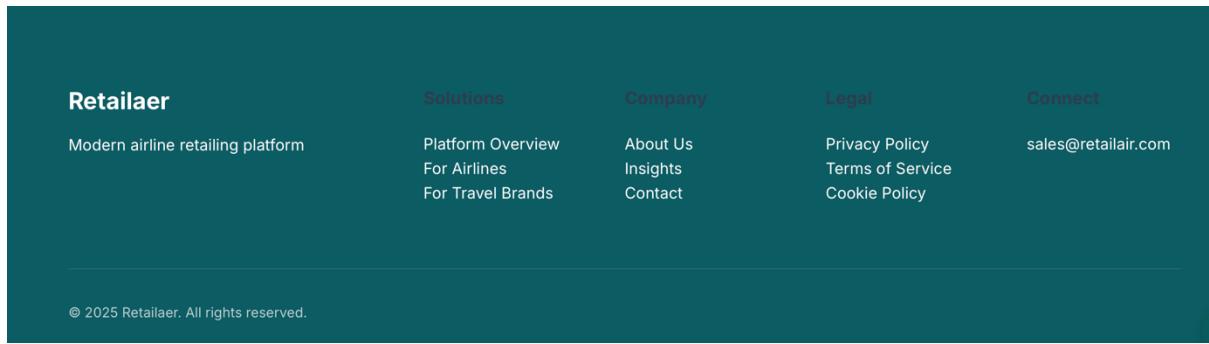
Join the airlines already benefiting from our next-gen Offer and Order management platform.

Our next-gen Offer and Order platform delivers measurable results that directly boost your bottom line.

- Increase ancillary revenue by 25%+
- Improve shopping conversion rates 15%+
- Streamline multi-channel distribution
- Enhance customer satisfaction scores 15%+
- Real-time inventory and PNR synchronisation
- Increase average shopping basket value 20%+

Re-iterate CTA: Get in Touch (remove Book a Demo)

Footer



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Change to white Retailaer logo (to be provided).

Under the logo:

Retailaer's Connect Retail Distribution platform and customer-first approach delivers benefits for airlines, its partners, and customers by consistently prioritising the needs and preferences of the customer throughout the offer, purchase, and post-sales process.

Change "For Airlines" to "Connect Retail Distribution"

Contact: info@retailaer.com

About Retailaer

We're transforming airline retailing with the world's only customer-first Offer and Order Management platform.

White contrast text About Retailaer

We're transforming airline retailing with a next-gen customer-first Offer and Order Management platform with a state-of-the-art Marketplace.

Our Mission

To empower airlines with modern retailing technology that puts customers first, drives revenue, and unlocks new opportunities in the evolving travel landscape.

Founded with a vision to modernize airline retailing, Retailaer has spent over a decade building the most advanced Offer and Order Management platform in the industry. We believe that the future of airline retailing is customer-centric, data-driven, and built on modern technology foundations.

Our platform replaces legacy PNR-based systems with flexible, scalable order management that adapts to how customers actually want to shop, book, and manage their travel.

12

Years Of Innovation

5M+

Orders Processed

300+

Platform Capabilities

To empower airlines with cutting-edge retailing technology that puts customers first, drives revenue, and unlocks new opportunities in the evolving travel landscape.

Founded with a vision to modernise airline retailing, Retailaer has spent over a decade building next-gen Offer and Order Management platform. We believe that the future of airline retailing is customer-centric, data-driven, and built on modern technology foundations.

Our platform can sit on top of any reservation and inventory system and support classical documents needed for operational processes, as well as ticketless. Retailaer enables flexible, scalable order management that adapts to how customers actually want to shop, book, and manage their travel.

12 years of innovation
204 million orders processed
300+ platform capabilities

Our Values

The principles that guide everything we do



Customer First

We design every feature with the end customer in mind, believing that better customer experiences lead to better business outcomes.



Innovation

We continuously push boundaries, exploring new technologies and approaches to solve complex challenges in airline retailing.



Partnership

We work alongside our clients as true partners, investing in their success and growing together over the long term.

Three principles that guide everything we do

We put the customer first in every decision when we design features. We believe that better customer experiences lead to better business outcomes.

Remove

- Trust & Security
 - Data driven
 - Global Perspective
-

What Sets Us Apart

01

True Customer-First Architecture

Unlike legacy PNR systems that organize data around bookings, our platform organizes everything around the customer. This fundamental difference enables personalization, continuity, and experiences that legacy systems simply can't deliver.

02

Modern Technology Stack

Built from the ground up with cloud-native architecture, microservices, and modern APIs. We're not retrofitting old technology—we're purpose-built for the future of airline retailing.

03

Deep Travel Tech Expertise

With over 12 years focused exclusively on airline retailing, we understand the unique challenges, requirements, and opportunities in this space like no one else.

True Customer-First Architecture

Unlike legacy systems that organise data around PNRs, our platform organises everything around the customer. This fundamental difference enables personalisation, continuity, and experiences that legacy systems simply can't deliver.

Modern Technology Stack

Built from the ground up with cloud-native architecture, microservices, and modern APIs. We're not retrofitting old technology—we're purpose-built for the future of airline retailing.

Deep Travel Tech Expertise

With over 12 years focused exclusively on airline retailing, we understand the unique challenges, requirements, and opportunities in this space like no one else.

Proven at Scale

With **204** million+ orders processed and counting, we've proven our platform can handle enterprise-scale operations with reliability and performance.

Our Commitment

To Airlines

We're committed to helping you maximize revenue, reduce costs, and deliver exceptional customer experiences that build loyalty and drive repeat business.

To Passengers

We're committed to making travel shopping and booking simpler, more transparent, and more personalized—putting you in control of your journey.

To Partners

We're committed to building lasting partnerships based on mutual success, transparency, and continuous innovation.

To Innovation

We're committed to staying at the forefront of travel technology, continuously evolving our platform to meet emerging needs and opportunities.

Remove “To Passengers”

To Airlines

We're committed to helping you maximise revenue, reduce costs, and deliver exceptional customer experiences that build loyalty and drive repeat business.

To Partners

We're committed to building lasting partnerships based on mutual success, transparency, and continuous innovation.

To Innovation

We're committed to staying future-focused of travel technology and trends, continuously evolving our platform and our ways of working to meet emerging opportunities.

Ready to Transform Your Airline Retailing?

Let's discuss how Retailaer can help you drive revenue, enhance customer experiences, and stay ahead of the competition.

[Book a Demo](#)

[Get In Touch](#)

Join the airlines already benefiting from our next-gen Offer and Order management platform.

Our next-gen Offer and Order platform delivers measurable results that directly boost your bottom line.

- Increase ancillary revenue by 25%+
- Improve shopping conversion rates 15%+
- Streamline multi-channel distribution
- Enhance customer satisfaction scores 15%+
- Real-time inventory and PNR synchronisation
- Increase average shopping basket value 20%+

Re-iterate CTA: Get in Touch (remove Book a Demo)

Solutions

The world's only customer-first Offer and Order Management platform,
built for modern airline retailing.

Contrast white text

Solutions

We're transforming airline retailing with a next-gen customer-first Offer and Order Management platform with a state-of-the-art Marketplace.

Platform Overview

Retailaer transforms airline retailing with three integrated pillars that work together to maximize revenue while enhancing the customer experience.



Dynamic Offers

Create personalized offers in real-time based on customer context, preferences, and behavior. Maximize conversion and revenue with intelligent offer optimization.

- ✓ Real-time offer generation



Order Simplification

Streamline order management with a modern, customer-centric approach that replaces legacy PNR systems with flexible, scalable order handling.

- ✓ Beyond the PNR



Frictionless Payments

Handle payments to payouts with ease. Secure, reliable, and fully compliant payment processing that your CFO will love.

- ✓ Multiple payment methods

•

Frictionless Payments

Handle payments to check-out with ease. Secure, reliable, and fully compliant payment processing that your CFO will love.

- Global and local payment methods
- Multiple payment gateways
- PCI DSS compliant

- Instant settlement

Customer -First (New box)

Make use of customer data, bias display and implement advanced segmentation and profiling methods, inclusive of customer intent.

- Personalisation
- Customer behaviour
- Frictionless shopping and purchasing
- Product presentation rules

Order Simplification

Streamline order management with retail design principles, and approach that reduces PNR dependencies with flexible, scalable order handling.

- Native Order-centric- not PNR or Super PNR centric
- Flexible order creation and modification
- Multi-PNR Orders – keeping travellers together regardless of split PNRs
- Real-time synchronisation

Dynamic Offers

Create frictionless relevant offers in real-time based on customer context, preferences and intent. Maximise customer satisfaction, increase conversion rate and boost average order value.

- Dynamic shopping basket
- Dynamic bundling and price adjustments
- Multi product type real-time offer generation
- Customer and Context-aware pricing

Marketplace

Connect your preferred partners and allow them to co-habit in the marketplace and allow for offer creation with inventory- and non-inventory-based products together. Deliver tailored offers, bundling, upsells for marketplace monetisation and better customer lifetime value.

- Supports multi-channel distribution and control
 - Aggregates products and services from multiple partners
 - giving customer a diverse choice in one platform
 - Simplified partner integration and management
 - Revenue generation through commission and fees
-

For Airlines

Empower your airline with modern retailing capabilities that drive revenue and delight customers at every touchpoint.



Boost Ancillary Revenue

Increase ancillary sales with personalized upsells and cross-sells at optimal moments.



Higher Conversion Rates

Convert more browsers to buyers with dynamic offers tailored to each customer.



Reduce Operational Costs

Streamline operations and reduce dependency on

12

Years In Business

5M+

Orders Processed

Can we instead use this section to mention each of our channels and Connect Retail Distribution platform

Retailaer Connect Retail Distribution

Empower your airline with future-proofed retailing capabilities that drive revenue and customer satisfaction in every channel. It's time to say good bye to generic offers, and say hello to relevant offers in every channel.

For Consumers

Sell your flights and ancillary offers, while seamlessly incorporating content from your partners to create a smooth experience for your customers.

For Corporates

Show special offers designed for small to medium sized businesses along with attractive retail programs, making it simple for them to place orders and manage their accounts.

For Agencies

Display exclusive deals created for travel agents, along with appealing retail programs, to make it easy for them to order and handle their accounts.

For Call centre

Let your call center be an integral part of your sales strategy, equipped with tons of capabilities, your agents don't need to know PSS functions.

For Mobile

While your customers are on the move, they can get deals and offers, place and manage orders right out of their pockets, and also manage their preferences on-the-go.

For Self-servicing

Let your customers easily handle their orders and offer them more deals based on the current order and what they've ordered before.

For Holidays

Allow your customers to kickstart their holiday with a dynamically packed experience already at the time of shopping and placing order.

For NDC

Effortlessly coordinate and optimize offers and order management with the IATA industry-standard NDC API, no matter how many partners you have.

For Airline Staff

Implements the same look and feel for your own staff as for your customers and benefit from understanding the customer experience.

If we can display them similar to as on the current site:

Consumer Store

Sell your flights and ancillary offers, while seamlessly incorporating content from your partners to create a smooth experience for your customers.

Order Servicing Portal

Let your customers easily handle their orders and offer them more deals based on the current order and what they've ordered before.

Vacation Portal

Allow your customers to kickstart their holiday with a dynamically packed experience already at the time of shopping and placing order.

Corporate Booking Portal

Show special offers designed for small businesses along with attractive retail programs, making it

Agency Booking Portal

Display exclusive deals created for travel agents, along with appealing retail programs, to make it easy for

Call Centre Portal

Let your call center be an integral part of your sales strategy, equipped with tons of capabilities, your agents

For Travel Brands & Partners

Extend your travel business with powerful airline retailing capabilities through our flexible API-first platform.



API-First Architecture

Modern REST APIs with comprehensive documentation make integration straightforward and



NDC Ready

Full support for IATA NDC standards, enabling modern distribution and rich content delivery.



Enterprise Security

Bank-grade security, compliance certifications, and 99.9% uptime SLA ensure reliability.

Remove the “certification” in Enterprise Security, otherwise all these are good as-is.

Seamless Integration

Connect Retailaer to your existing ecosystem with minimal effort

We Integrate With:

- Passenger Service Systems (PSS)
- Global Distribution Systems (GDS)
- NDC aggregators and channels
- Payment gateways and processors

Ready to Get Started?

Our team is ready to discuss how Retailaer can transform your airline retailing strategy.

[Book a Demo](#)

We Integrate With:

- Passenger Service Systems (PSS)
- Third-party Providers
- Partner Airlines
- Payment gateways and processors
- CRM and marketing platforms
- Revenue management systems
- Ancillary management platforms
- Departure Control Systems
- IROPS systems
- SBRES and Sabre IX feeds
- Air Fare Shopping Systems
- Aggregators
- Any other internal or external system