



September 2015

About IZY

THALYS

IZY (Thalys low-cost offer) is offering a new direct connection between Brussels-Midi and Paris Gare du Nord, two to three daily services each way since April 3rd 2016. IZY tickets are available on sale two months before the train's departure, to better meet customers' expectations.

"With IZY we took a new step with a new solution based on a simple equation. Slightly reducing speed and simplifying the service to a maximum can propose a journey at a low price but one which is still faster, safer, more sustainable and more comfortable than by car", says Agnès Ogier, CEO of Thalys.

Frederic Miel, project leader IZY: "IZY had to be launched in a very short timeframe. We needed a sales & distribution system that we could rely on to be implemented within months. Sqills offered S3 Passenger and were able to implement the sales & distribution suite in time and proved to be a knowledgeable partner in this project."

Project Start

IZY uses all the S3 Passenger modules:

Go Live reference: Frederic.Miel@thalys.com S3 COMMUNICATION: delivers personalised, April 2016 reservation related, information to customers S3 INVENTORY: configuration of inventory S3 FARE: definition of commercial offering and tracking availability, seat allocation and with products, tariffs, discounts and prices material scheduling S3 CRM: customer account capturing, campaign oriented customer segmentation S3 TICKET: booking and reservation and the incentive program foundation capturing, transaction management, aftersales logic and ticket distribution S3 REVENUE MANAGEMENT: integrated O&D based RM module using demand forecasting and price sensitivity analysis to optimize revenues from market demand \$3 CONFIG: web-service client administration, user role/permission definition, sales channel configuration, general config and more S3 PAYMENT: simplifies the payment process and supports various processes such as: payment validation before final booking confirmation, store payment information in the booking S3 NAVIGATOR: definition of network and dossier, after-sales / refund and shopping basket routes, services and timetables

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