

Biman inks deal with IATA for direct data solutions

-A Monitor Report

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Dhaka : Biman Bangladesh Airlines, in an effort to enhance its abilities in today's competitive aviation market, signed an agreement with International Air Transport Association to use the latter's Direct Data Solutions (DDS).

To this effect, a signing ceremony was held between Biman Bangladesh Airlines and International Air Transport Association at the former's head office in the capital.

Shafiul Azim, Managing Director and CEO of Biman Bangladesh Airlines and Philip Goh, Regional Vice President, Asia-Pacific of IATA signed the agreement on behalf of their respective organisations.

DDS provides carriers with easy access to a single global dataset of airline sales, market and itinerary data.

Aggregated from multiple sources, including data contributed by

carriers, IATA's available Billing and Settlement Plan and ARC's Area Settlement Plan transactions, DDS data is the most comprehensive and accurate of its kind.

It is very useful for receiving market data, researching data and networking data of host and other airlines for both reservation and ticketing purposes.

Airlines can collect daily updates from this source too.

Furthermore, direct data solutions can assist in decision making, network and fleet planning, revenue management, sales and marketing, product development and market research activities, said Biman in a release.

Biman Bangladesh Airlines has been ramping up its operations with its recently launched flight to Japan and many more new destinations are soon to be included in the airline's network including Guangzhou, Chennai and others.