

## Verteil partners with Saimon Global to offer NDC solution in BD

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Dhaka: Verteil, a leading NDC provider for 40+ global airlines since 2016, announces a sales partnership with Saimon Global, country's one of the leading travel service providers, to offer NDC technology to travel sellers in Bangladesh.

As Verteil's General Sales Agent (GSA) in Bangladesh, Saimon Global will promote Verteil's modern NDC based e-commerce platform providing direct connect access to NDC content from major airlines to travel sellers in Bangladesh.

"We are very excited about this new relationship with Saimon Global, since this will provide travel sellers in Bangladesh with easy access to world-class NDC solutions, a robust sales support team and ongoing customer support right from their home base location. Adopting latest technologies is absolutely essential to remain competitive in this industry and with this partnership, we look forward to supporting travel sellers in Bangladesh to be empowered with this latest tech innovation in the airline domain," said Jerrin Jos, Founder and CEO, Verteil.

The move will increase awareness amongst travel sellers within Bangladesh, of the significant technology transformation in the airline distribution domain driven by advanced NDC-based retailing solutions.

Verteil's offerings include NDC based comprehensive booking engine portals for travel sellers and universal NDC APIs for travel sellers who would like to connect directly for Airline NDC content via APIs.

The collaboration with Saimon Global will aid in user adoption by providing local touch points for sales and support operations in the Bangladesh market.

Yami Saleh, Managing Director, Saimon Global, said, "This partnership with a global industry leader like Verteil will result in Bangladesh based travel service providers getting access to the best-in-class NDC technology solutions, backed with Saimon Global's thorough understanding of this market, and provisioning local touchpoints for seamless sales and support operations via this new channel."

NDC is a travel industry-supported program launched by IATA for the development and market adoption of a new, XML-based, data transmission standard to enhance airline distribution and communication between airlines and agencies in the indirect channel.

NDC significantly brings down distribution costs across the travel supply chain at the same time bringing unlimited retailing opportunities by breaking down legacy technology barriers in traditional distribution channels.

Working in this domain from 2016 onwards, Verteil's product offering Verteil Direct Connect (VDC) enables travel service providers, having multiple business models be it retail, corporate, consolidator, and online travel agents (OTA), to embrace NDC and establish direct connectivity with airlines bypassing legacy distribution channels.

Through this partnership with Saimon Global, travel sellers in Bangladesh will have access to NDC content from multiple airlines including competitive and differentiated fares, unique products and services not available on other channels and a complete set of ancillaries, on a single platform.

VDC eliminates fare-based ADM's by virtue of its automated servicing workflows and gives complete transparency to customers by providing comparison shopping based on value of various attributes within an offer which goes beyond mere fare and price comparisons among others.

Saimon Global will be the local touch point for travel sellers in Bangladesh providing support for sales and assistance for operational issues.

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