



DATALEX RENEWS PARTNERSHIP WITH EDELWEISS

News / Airlines



Datalex announces the renewal of its partnership with Swiss airline, Edelweiss. As part of this renewal, Datalex will lead a brand-new digital transformation plan that will see the carrier move to Datalex's latest version of its product suite to accelerate the airline's digital retailing strategy. This renewal extends Datalex's longstanding partnership with Edelweiss Airlines for a further 5 years.

As part of this renewal, Edelweiss will benefit from Datalex's product suite to drive greater airline retail excellence across all channels. The initial phases of the digital transformation plan will see Datalex's software support omni-channel excellence for Edelweiss's direct channel through Datalex Direct, in addition to providing enhanced capabilities for ancillary merchandising through the Datalex Merchandiser product. To ensure real-time control and reactivity, the renewal will include access to Datalex's Digital Configurator tool which will give the Edelweiss team more autonomy to drive its digital retailing strategy. The latter phases of the product transition will see Edelweiss benefitting from the Datalex NDC product, used in conjunction with the Airline Assistant tool. Edelweiss will also benefit from this new cloud-based software solution that will enable Edelweiss to receive real-time product updates.

Edelweiss Chief Executive Officer Bernd Bauer commented: "Datalex's product suite and expert customer teams are absolutely essential to enhancing Edelweiss's digital offering and we have continued to build on this strong relationship since first partnering together in 2016. Edelweiss is known for providing a great service on board with warmth and hospitality and this high level of customer engagement is enhanced by leveraging true digitisation."

Datalex CEO Sean Corkery said: "This is a landmark renewal for the Datalex and Edelweiss partnership as we lead Edelweiss to the next level of digital transformation, to deliver innovative and future-proofed retail solutions for their customers. We are delighted to be here in Zurich marking the signing of this extended partnership for a further five years."

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