Jetstar has successfully cutover its reservation system including Jetstar.com and the Jetstar Telephone Reservation Centre from “Open Skies” to the latest in step change technology “New Skies”.

New Skies is a comprehensive customer-centric passenger management solution, with integrated Internet booking, call centre reservations, real-time reporting, ancillary revenue generation and airport check-in capabilities. New Skies is provided by Navitaire, a wholly-owned subsidiary of Accenture.

The new reservation system provides step-change in system functionality designed to accommodate Jetstar’s growth and to offer customers more choice through greater product innovation.

Jetstar is Navitaire’s first customer to launch with New Skies 3.0.

The system cutover was one of the largest in the airline’s five year history and involved shutting down all electronic check-in and all sales channels for 21 hours in order for its previous reservation system to be replaced.

The conversion was completed 30 hours ahead of schedule with systems going live at 19.00 pm AEDT on Saturday 7th February 2009 ahead of the planned Monday morning go live schedule.

The system replacement had been planned intensely over the last 18 months and included Jetstar, Jetstar Asia/Valuair and Jetstar Pacific.

Jetstar Chief Executive Officer Bruce Buchanan thanked all Jetstar passengers for their part in the success of the cutover which saw no major delays or disruptions across the network.

“We sincerely thank Jetstar’s passengers for their patience and cooperation over the weekend,” Mr Buchanan.

“With minimal disruptions to our network, and the cooperation of Jetstar passengers, our team has delivered one the most successful crossovers of any major global airline that has made this system change in the past.

“We now look forward to sharing the benefit of the new reservation and booking platform with our Jetstar customers both here and overseas.”

Some of the future benefits of the new reservation system will be as follows:

- **Greater capacity** – New Skies will allow Jetstar to process significantly higher transaction volumes, which will support the growth of the Jetstar network.

- **Greater functionality** – The new system will allow for more complex itineraries including greater support technology for the “shopping cart” functionality which allows passengers to build their own itinerary, including cars, hotels, insurance, and activities, as well as flights.
With New Skies, Jetstar will be able to add more shopping cart complex scenarios whilst providing customers with simple single all inclusive itineraries. Jetstar is the first Navitaire customer to launch with its Travel Commerce ancillary revenue platform.

- **Distribution benefits** – New Skies will allow seamless through check with key airline partners to allow customers to receive all boarding passes and tags for connecting itineraries at the outset of the trip – an important feature as Jetstar grows codeshare and other airline relationships.

- **Cost efficiencies** – The latest technology brings a number of new benefits to the consumer but also provides Jetstar with numerous cost efficiencies by simplifying existing process i.e. Jetstar will be able to connect directly via “Application Programming Interface” (API) to preferred travel partners such as Avis and Budget providing the most cost effective distribution.

- **Flexibility and scalability** – With New Skies, Jetstar will be able to easily add new functionality to develop future customer features facilitating growth, higher profitability and continued value creation.

“New Skies is a customer-centric reservation system which provides us with an integrated view of customer activity,” Mr Buchanan said.

“With data oriented around the customer rather than the flight reservation, this new system will allow us to gain insight to customer value to provide unique, differentiated services.

“We look forward to announcing new customer add ons, now possible with New Skies, in the near future,” he said.

“We welcome Jetstar to the New Skies system and as our launch customer for our integrated Travel Commerce platform,” said John Dabkowski, Navitaire managing director.

“New Skies’ Travel Commerce services will help Jetstar boost revenues through higher sales of ancillary services that are fully integrated within the online booking process, helping Jetstar customers to obtain even greater value for their travel dollar.

“The New Skies system’s Service Oriented Architecture (SOA) supports flexible integration with partner platforms, hardware, and technologies to help Jetstar attract and retain loyal customers.

“With New Skies, Jetstar has the optimal platform to drive growth and sustainable results.”

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