

# Hitit Oxygen

The new model with Offers and Orders at the core aims to provide airlines with more agility, greater control over their product, data, and budget, through cost savings as well as increased revenue opportunities. Many airlines have already indicated their ambition for this significant transformation, arguably the largest one ever for the industry. Success in this transformation, however, depends on more than ambition alone. It requires a realistic transition plan with well-defined milestones; resources to undertake the work ahead, and technology partners already positioned for what the future entails.

## One Breath Ahead

At Hitit, we are committed to assisting all our partner airlines to navigate this transformation with confidence and clarity. In this new world of airline commerce, success will benefit those who reimagine the journey through the mindset of modern retailers. We are ready to power the next generation of air travel.

**Reshape Your  
Airline across  
every channel,  
every offer,  
every order.**



# Why Hitit Oxygen?

## Gateway to Modern Airline Retailing

Enables airlines to transition to modern airline retailing practices, unlocking new revenue streams through dynamic offers and bundles

## Centralized and Flexible Payment Infrastructure

Eliminates the need for complex and costly middleware by providing an end-to-end Offer and Order Management capability

## NDC-Driven Distribution Control

Gives airlines full control over their distribution channels through native NDC, without dependency on legacy systems and their associated costs



## Modular and Flexible Transformation

Allows airlines to move at their own pace with a modular architecture that supports gradual and controlled transformation

## Simplified Order-Based Operations

Reduces servicing and disruption management costs through real-time Order updates and streamlined processes

## Key Features

- Modular, API-First Architecture
- Dynamic Offer Generation
- Omnichannel Distribution
- Single & Unified Order Record
- Seamless Servicing & Change Management
- Support for Air and Non-Air Products
- PSS-Agnostic
- Legacy System Compatibility