

AMSTERDAM--([BUSINESS WIRE](#))--Airline company [transavia.com](#) today announced that it has signed contracts with Accenture (NYSE:ACN) and Mirabeau to help upgrade its online capabilities. The three organizations are collaborating to improve the airline's online booking and travel-related services. The contracts also grant preferred supplier status for providing services in other areas of transavia.com. Financial details were not disclosed.

As a subsidiary of KLM Royal Dutch Airlines, transavia.com provides flights to 100 destinations throughout Europe, the Middle East and North Africa. transavia.com intends to transform its e-commerce environment in line with its strategy to provide customers with a better online experience. It will offer a range of ancillary services through its web and mobile channels, and will expand the online services to those passengers who have booked through a tour operator.

Under the agreement, Accenture is transavia.com's preferred provider for delivering the online vision for transavia.com, leveraging the new e-commerce solution [Navitaire dotREZ](#). The Navitaire dotREZ web platform allows companies to service passengers online through multiple distribution channels including web, mobile, native applications as well as social media.

Mirabeau will implement transavia.com's online strategy, customer experience and sales activity through the Sitecore platform. In the process, Mirabeau will define an entirely new digital identity for transavia.com and translate that identity across diverse digital touch points such as web, tablet and mobile. Mirabeau also is responsible for providing the managed services that operate and maintain the new platform.

"In working with Mirabeau and Accenture we have built a strong team with skills that enable us to create a complete new user experience in the digital domain for all our passengers," said Roy Scheerder, commercial director of transavia.com. "The new e-commerce platform will provide our passengers with relevant offers and services through every facet of their travel experience, no matter what channel or device they use."

[Navitaire](#) is a wholly-owned subsidiary of Accenture and transavia.com is currently

a user of the Navitaire New Skies reservation system. This new agreement is the most recent example of Accenture's work in supporting air carriers that are making the transition into a "digital airline" operation.

Dirk-Jan Koops, managing director of Accenture's Airline industry practice in Europe, Africa and Latin America, said: "High-performing airlines are increasingly focusing on improving the customer experience while expanding the range of revenue-generating services that boost their financial performance. Creating a more personalized online experience for customers from all segments helps enable operators such as transavia.com to provide better service to their passengers in a way that directly contributes to the bottom line."

"transavia.com is undergoing one of the largest e-commerce transformations in the Netherlands and will have many opportunities to expand on its digital strategy," said Adjan Kodde, chief executive officer of Mirabeau. "There will be increasing opportunities to better connect with and serve customers, especially as their use of digital devices such as mobile and tablets proliferates. We are very pleased to be cooperating in this venture."

About transavia.com

transavia.com, a member of the AIR FRANCE KLM Group, provides scheduled service and charter flights to 100 destinations, primarily in the Mediterranean area and popular winter sports destinations. transavia.com distinguishes itself through its 'low fare with care' policy and offers an attractive basic price with additional (paid) products and services. In the Netherlands, the airline flies from the national airport of Amsterdam Airport Schiphol, as well as the regional airports of Rotterdam The Hague Airport, Eindhoven Airport and Groningen Airport Eelde. transavia.com also operates from Paris through Transavia France. Nearly 90% of airline tickets are sold through the website, which receives more than 1.5 million unique visitors monthly, making this low-cost airline one of the largest online shops in the Netherlands.

During the annual Feather Awards (Verenuitreiking) in 2013, transavia.com was chosen Best Low-Cost and Best Charter Airline by the Dutch travel sector for the fifth time in a row.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 275,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

About Navitaire

Navitaire (www.navitaire.com) delivers industry-leading technology services supporting growth, profitability and innovation to more than 50 airlines worldwide, including many of the world's most successful airlines. Navitaire offers a full suite of proven solutions focused on revenue generation and streamlining costs in the areas of reservations, ancillary sales, distribution, revenue management, revenue accounting and business intelligence. A wholly owned subsidiary of Accenture, Navitaire has offices in North America, Europe, Asia and Australia.

About Mirabeau

Mirabeau is a Netherlands-based agency, leading in web- and mobile application development. Mirabeau creates and implements the digital marketing strategy for a number of large enterprises and brands in the Netherlands. We combine our knowledge of Design, Technology and Marketing to create powerful solutions for our clients, with whom we maintain long-term and meaningful relationships. Mirabeau focuses on digital business applications for clients like ING, MoneYou, Air France-KLM, AEGON and Nationale-Nederlanden.

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