

SITA and Securidox in strategic alliance to deliver eTicket confirmations

London 12 August 2009

Securidox today announced a strategic alliance with SITA to deliver *iconfirm*TM – its' eTicket notification delivery solution to airlines worldwide.

*iconfirm*TM is a unique patent-pending solution that can integrate with SITA reservation or departure systems to deliver enhanced eTicket Notifications and Boarding Pass documents in printable or mobile phone format.

Most airlines have opted to deliver eTicket notices as either text-only or HTML emails. Text only confirmations force airlines to compromise completely on brand integrity, while at the same time providing passengers with a less than satisfactory user experience. HTML mail, while appearing to address the problem, introduces a raft of security, layout and printing issues.

Airlines implementing Securidox's system have universally opted for PDF documents although other formats are as easily implemented. By delivering notices as PDF files, airlines ensure that passengers receive a fully branded, secure document which prints perfectly on any printer. Moreover using Manage&ControlTM – Securidox's proprietary advertising management tool - finely targeted cross-selling, promotional or third party messages can be inserted into the eTicket confirmation, Print-at-Home or mobile boarding passes.

Manage&ControlTM means that professional communication with passengers is no longer the preserve of large airlines. The template driven system combined with user-defined advertising rules means that the control of the layout and content of eTicket Notifications reverts to where it belongs – internal departments without any external IT resources required.

Mark Scott, Managing Director of Securidox says *"Airlines are now enabled to deliver quality documentation to passengers that are secure, self-contained and provides outstanding revenue generation opportunities without compromising brand integrity"*

Ravi Ramamrutham, Technical Director adds *"By delivering the documents as PDF files, we are able to overcome the lack of consistency with which different browsers, computers and printers print web-pages. Moreover, the document is self-contained so that it can be viewed and printed without having to go online."*

For further information on Securidox and its solutions visit www.securidox.com