



GO7 REINTRODUCES IATA-COMPLIANT PSS WITH NEW AIRLINE CUSTOMER ON BOARD

News / Airlines



GO7 announced that Sell-more-seats, its IATA-compliant passenger service system, has re-entered the market. This follows a strategic pause in new airline onboardings while SMS was integrated into GO7's refracted architecture. The system, which holds the IATA two-letter code "W1," is designed to streamline inventory management, reservation, and ticketing processes while facilitating codeshare with full-service carriers. Since re-entering the market, SMS has supported the launch of Swedish virtual airline Brommaflyg, a carrier focused on restoring essential air connectivity between Visby (the Isle of Gotland) and Stockholm Bromma Airport for Gotland's residents and businesses.

Adam Weiss, Chief Executive Officer of GO7, commented: "We are excited to welcome Brommaflyg to SMS. SMS was engineered to operationalize the simplicity of IATA standardization. No other system unifies sales, distribution, and settlement in one place as natively. SMS fills a gap in the market and, together with the speed, flexibility, OTA network, and retail capabilities of AeroCRS, ensures that GO7 has differentiated PSS solutions for airlines of all business models at every stage of their growth."

By providing GDS connections, ticketing, and settlement via a fully IATA-compliant e-ticket database, SMS enables customers like Brommaflyg to act as feeder carriers for FSCs. SMS also integrates with FSC loyalty modules and features GO7's frontend digital commerce products, including its next-gen IBE, creating customizable revenue streams.

By outsourcing distribution processes such as codeshare partnerships, contracting, and settlement to GO7, customers gain access to the major GDSs, OTAs, and TMCs without the complexity and high cost. Customers benefit from a single commercial agreement, eliminating supplier finger-pointing when support is needed. Customers can also create direct connections using GO7 VI, the industry's only virtual interlining solution that allows passengers to check baggage through and enables airlines to sell products in partner channels.

Fully integrated within the GO7 ecosystem, SMS is interoperable with GO7's complete product stack and underpinned by data infrastructure newly built from the ground up.

24 NOVEMBER 2025

ARTICLE LINK:

<https://virginia.50skyshades.com/news/airlines/go7-reintroduces-iata-compliant-pss-with-new-airline-customer-on-board>