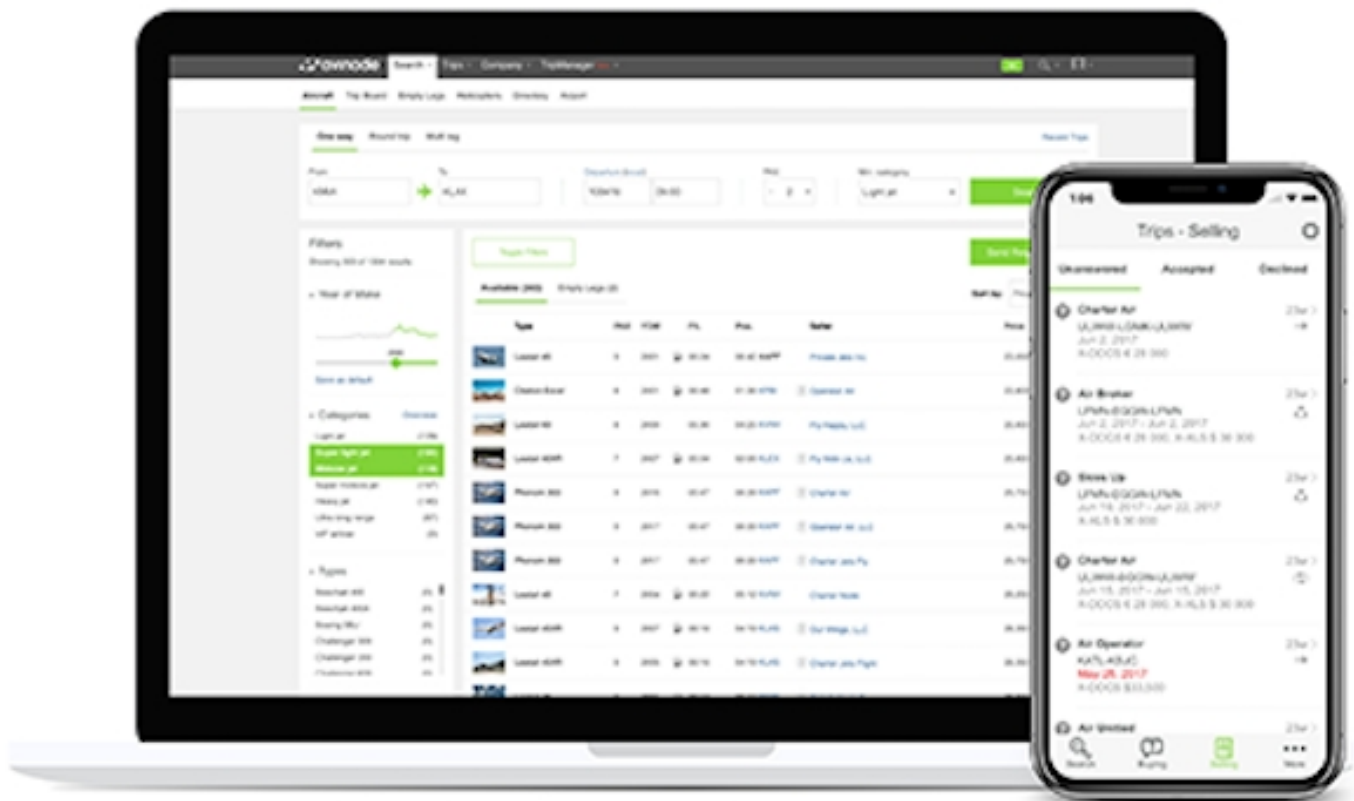


RISE IN ONLINE SEARCHES FOR BROKERS AND OPERATORS POWERED BY AVINODE APIS

News / Business aviation



Avinode, a leading technology and data partner for the business air charter industry, is announcing a 47% year-on-year rise in searches made through its external application programming interfaces (APIs), demonstrating the power of its bespoke B2B2C products for members' businesses.

While only one in ten of Avinode's members (who make up 80% of the broker and operator marketplace) use its B2B2C products, searches made through this range accounted for almost 50% of total traffic on Avinode in June and July 2018. According to the company, this is demonstrable evidence of how these products support, and help to grow, members' businesses.

The B2B2C products from Avinode consist of specially designed external APIs, as well as off-the-shelf web and mobile products. The API services provide the data to power a customized app and website created from scratch, tailored to match the requirements of that member's business. Alternatively, members can choose from a selection of off-the-shelf web and mobile apps, which feature full Avinode search capabilities; empty leg searches; members' own branding and the option for members to create their own charter marketplace.

Noel Trout, chief technology officer, Avinode Group, says: “The business aviation market is being driven by technology. With a digital backbone, our members can give their customers what they want. Avinode's B2B2C products are ideal for members who want to take control of their business; we offer the most comprehensive flight search capabilities in the business air charter industry, giving both customers and sales teams access to real-time data on aircraft availability, empty legs and requests.

“To help further convert online visitors to leads, all our bespoke sites and apps are professional and modern while being intuitive to use, particularly on mobile, a key consideration for today's digitally savvy customer. By providing cutting-edge technology solutions for the business air charter industry, both built from scratch and off-the-shelf, we can help brokers and operators of any size evolve their business and take that crucial step towards total digital integration.”

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