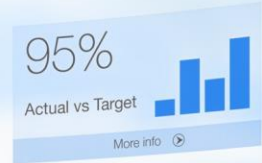




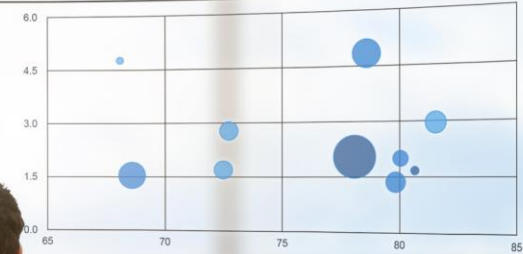
# ANALYTICS DASHBOARD

Last Updated: 3 min ago



Evolution	Metric	Actual vs Target	Actual	Target
	Revenue		\$3.4M	82.0%
	Profit		\$1.2M	108.7%
	Avg. Order Size		\$850.3	71.0%
	On Time Delivery		96.0%	96.0%
	New Customers		15432	145.0%
	Cust. Satisfaction		98.3%	105%
	Market Share		46.9%	8%

## Products positioning



## Sales per countries



## Top 10 products



“Covid-19 – A Time to Think | Evaluate | Innovate  
Get Things Done!”

An Interview with Novo Onboard Retail, CEO - Jon Hall





## “Covid-19 – allowed me, Time to Think | Evaluate | Innovate | Get Things Done”

The Covid-19 epidemic in having a devastating effect on aviation as a whole. We spoke to Novo CEO, Jon Hall about how Novo Onboard Retail have used the time in order to ensure they come out the other side stronger fitted and ready to take on the new post Covid-19 world.

### How has the Covid-19 era affected Business?

As with many CEOs in the Airline industry, faced with a dramatic halt in activity. With the safety and wellbeing of staff being a priority, I had to sit back and reassess, and then to look at sustainability of the business. Suddenly I found myself ‘off the roundabout’ with more time to think, to look ahead, to reflect on our products and services, especially in light of the changes in onboard retail in the post Covid-19 era.

### How did you approach looking ahead?

I started by having a fresh look at the onboard retail industry and parallel trends general retail within online sales and omni-channel retail. I looked at how we might incorporate these trends in our product offering to benefit the onboard retail process, to afford passengers, a better, more flexible retail experience. I then turned my attention to all the brilliant innovative ideas we had stored up but never fulfilled because we were too busy delivering. Then by a process of matching the requirements gleaned from analysis of the onboard and general retail market trends, selected those ideas, along with new ideas, and produced an ambitious list of prioritised objectives.

When I purchased Novo in November 2019, I was astounded by the scale and depth of functionality of both the Novo Back Office and the Onboard Retail application, which is testament to the skill and hard work of the development team over the last 5 years, but it was time to push the boundaries and we found ourselves with time to do it.

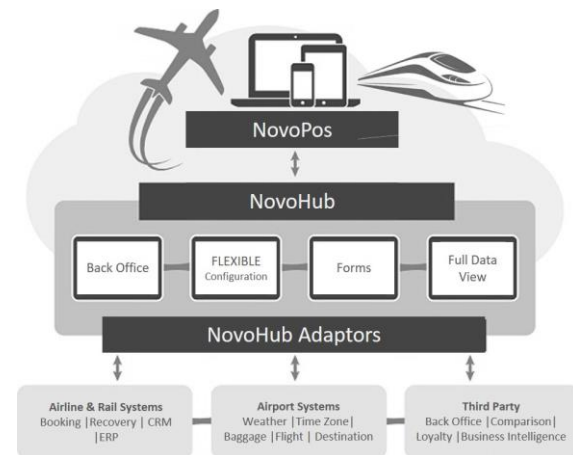
### Coming out of the Covid-19 era, what did you consider as your priorities?

#### Rapid Deployment

In the post Covid-19 world, Airlines and Rail Companies will undoubtedly need to leverage all revenue channels. We have seen an increase in airlines wanting to update their onboard retail systems in order to maximise revenue and reduce overheads. Once flights are reinstated, speed of deployment will be crucial. We have worked hard to enable the system to be deployed quickly by creating a new Web User Interface. With no software installation required the NovoHub can be deployed anywhere in the world, instantaneously. We also took the opportunity to create a clean modern user interface that is more intuitive, taking great care over ease of use, allowing operations and management alike, to be more productive.

#### Cloud Hosting on Microsoft Azure

A powerful, scalable platform for the large and smaller airlines alike. Cost will be an issue for smaller airlines so scalability is important to ensure we can offer an affordable solution whatever the size of operation without any compromise in functionality





## Reporting Console

Rapid deployment requires the system to work stand alone, with no requirement for complex integrations -well nor initially anyway-, so it was crucial that we create a Reporting Console, to facilitate real time analysis of all key metrics required by management and operational staff alike, to monitor and manage all aspects of the Onboard retail process with a customisable dashboard to visualise key performance indicators (KPI's), trends and targets.



## What new technology advances have you been able to bring to the market?

### New All-In-One Payment Terminals

There have been radical improvements in retail POS hardware, with the advent of All-in-One Android payment devices. Pin on Glass has revolutionised these devices with no need for a bulky pin pad, therefore the devices which makes them smaller, ideal for the complex, confined in-flight retail environment.



Contactless payments are essential in the post-Covid-19 retail world and we have worked with the providers of 'offline' payment apps including Bluefin, Anderson Zaks, STS, Freedompay, Worldpay and Elavon, to ensure we have a readily deployable solution for any region of the world.

### Revamped User Interface



The crew experience is extremely important to Novo, therefore we have revamped our NovoPOS 'user interface'. It is important to ensure that the application reflects current trends in App technology with respect to the look and feel and operation. It should appear familiar, intuitive and easy to use which in turn reduces training and improves productivity.



## Omni-Channel Retail

Novo understand that it is imperative to engage customers at every touchpoint in order to leverage onboard retail opportunities and maximise ancillary revenues, while offering the passenger a excellent retail experience.

Novo's Pre-order e-commerce website enables Airline / Rail companies the opportunity to offer passengers a wider range of products at every touchpoint, pre-journey, in-journey and even post-journey.

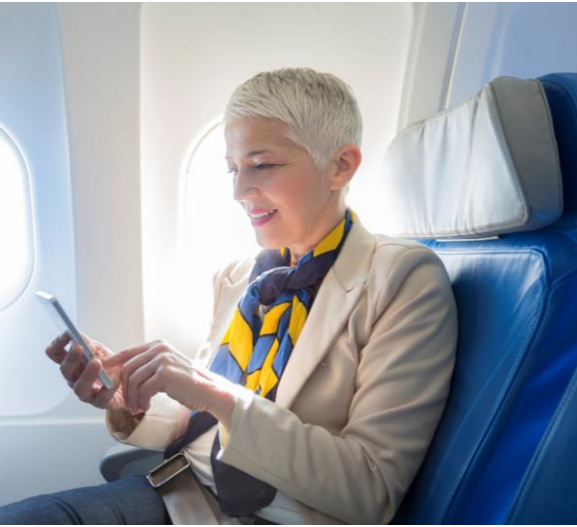
Multiple delivery options widen the opportunities for passenger engagement. With an omni-channel e-commerce platform there are no limits to the products and services that can be offered.

Novo's Omni-Channel e-commerce platform allows passengers to engage with the Airline retail shop at multiple points in the journey. The pre-order web site is fully integrated with the NovoHub warehouse, allowing pre-flight orders to be delivered in-flight to the passengers seat. Alternative collect points, at the origin, or destination airport /station, Delivering goods directly to home, or destination point, avoids the passenger having to carry goods and allows the Airline to offer a wider range of products, including larger, heavier or perishable goods.





## How will in-flight retailing change in the new post-Covid-19 Era?



### The 'Digital Cabin'

The Covid-19 epidemic has accelerated the concept of the 'Digital Cabin'. Novo as a leading technology company are determined to be a leading force in the 'Digital Cabin' arena and have invested a great deal of development time over the last six months, to make this a reality. Passengers can now order and pay for duty free, catering and ancillary products, from their seat via an App, using their own smartphone or tablet. The crew are notified of the pending orders via the NovoPos mobile terminals and deliver the goods directly to the seat. This reduces touchpoints between crew and passengers and eliminates the need to touch the seat back screens.

### Electronic Receipts

Adding the ability to send the customer an electronic receipt via Email or text, also reduces touchpoints and is more eco-friendly as a by-product.

## Won't you need to provide integration with In-Flight Entertainment (IFE) platforms?

I am a great believer that, in business, we are stronger if we work together, so over the past few months we have taken steps to form new alliances with the IFE providers. Working together we can provide the complete Onboard Retail chain from purchasing, packing of bar-sets to sales via crew, seat back screens and passengers' own devices to payment, with full reconciliation of stock and cash bags.

We have developed a number of Application Programming Interfaces (API's) to ease integration with partner organisations in order to optimise integration timescales.

## How do you feel about business in the emerging post-Covid-19 world?

We will emerge from the Covid-19 era stronger, fitter, more focussed and determined. We have over 35 years of providing innovative Onboard Retail solutions to the Airlines and I intend to ensure that we continue this legacy during my time as CEO of Novo Onboard Retail.



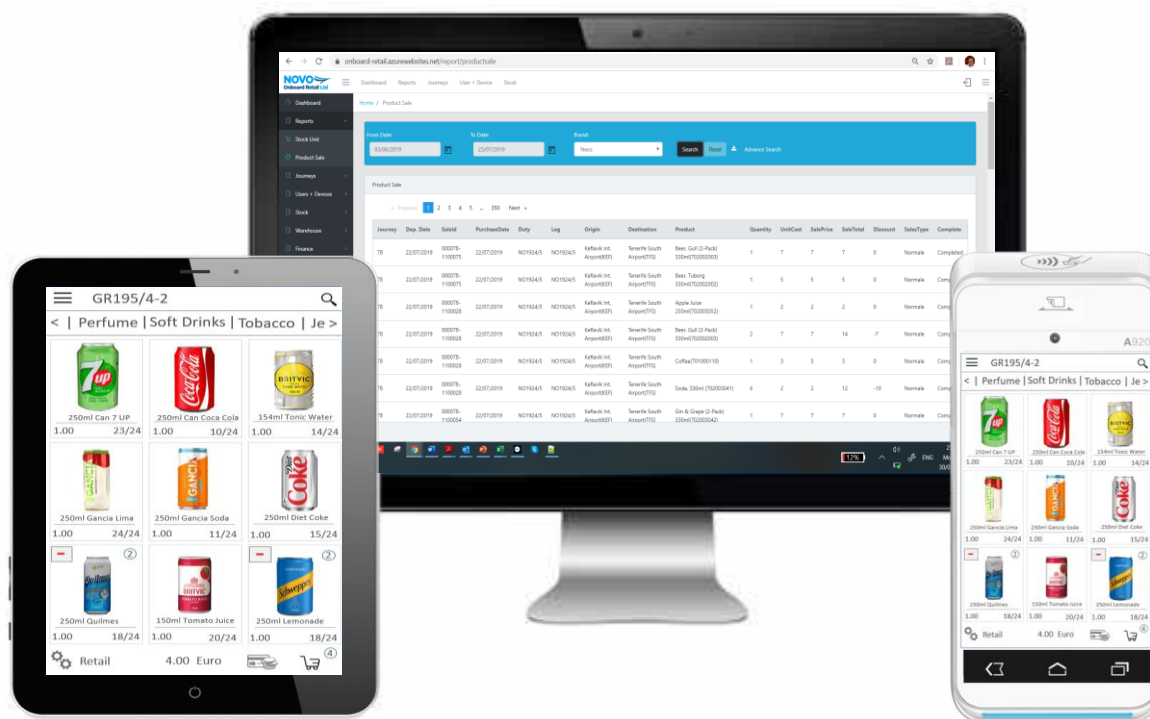
## About us

Novo have provided onboard retail point of sale solutions to the Airline & Rail industries for over 35 years.

Built from the ground up and utilising the experience gained with deployments all around the world, the Novo product suite is the leading independent onboard retail solution for the Airline and Rail industries.

Novo provide the Airline and Rail industries with a software suite that facilitates the sales of inflight/onboard duty-free, catering and ancillary products. Streamlining onboard operations whatever the connectivity, we have the technology that makes on-board selling a fast, easy and personalised experience. The availability of all major payment options allows Novo to maximise revenue and enhance the payment experience whilst full integration with the NovoHub back office offers greater management control of all aspects of pre and post flight sales. The system is highly configurable allowing Novo to mirror your processes and workflows without costly time-consuming bespoke developments.

If you are an existing or potential user within the Airline or Rail industries, the Novo product suite can add real value to your on-board retail processes. Please contact us for a non-committal dialogue and we will guide you through our solution portfolio.



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