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Air France-KLM partners with Winding Tree to strengthen innovation in the travel industry using Blockchain technology

On *4 October 2018*

Air France-KLM and Winding Tree have announced a new partnership to develop Blockchain technology in the travel industry.

The aim of this new agreement is to provide, via Blockchain technology, a more advantageous travel offer for customers which is more profitable for suppliers, in particular by reducing the number of intermediaries. Thanks to Winding Tree's BtoB platform, users, and in particular companies and start-ups, will benefit from a wide range of offers (flights, hotels etc.) and will be able to offer travel solutions which are adapted to their customers' needs.

Air France-KLM will support Winding Tree's technological developments by testing the technology and providing feedback as the development progresses.

"*We are proud to be one of the first airline groups to join Winding Tree to develop Blockchain technology*" said Sonia Barrière, EVP Strategy and Innovation at Air France-KLM. "With a long-standing commitment to innovation with start-ups and partners, *Air France-KLM is constantly creating the future of travel and devising solutions to make the travel experience easier and more personalized. With Blockchain technology, we aim to revolutionize exchanges within the travel industry for our customers, companies and start-ups."*

"*The Air France-KLM group has built a reputation when it comes to using technology to enhance the customer experience,"* said Pedro Anderson, Founder and Chief Operating Officer of Winding Tree. "*We are excited to join them in their goal and commitment towards becoming the leading airline in customer intimacy and we are excited to bring Blockchain technology as the tool needed to achieve real innovation and enhanced customer satisfaction.*"

Air France-KLM and innovation

With this partnership, Air France-KLM is pursuing its innovation strategy. With a long-standing commitment to open innovation, the group is constantly creating the future of travel and devising solutions to make the

travel experience simpler and more personalized. Thanks to advanced artificial intelligence and machine learning technologies, Air France, KLM and Transavia have developed chatbots dedicated to customer service (tracking checked baggage, adding additional baggage, booking assistance, etc.).

What is Blockchain?

Blockchain is a transparent, secure information storage and transmission technology that operates without a central control body. This system makes it possible to carry out transactions between two parties, via a transparent and unforgeable IT directory, by removing third parties, replaced by computers scattered throughout the world that save and validate transactions. The most well-known application case is the exchange of financial flows, including the crypto currency bitcoin. But the uses go much further, particularly in the fields of product traceability and automated contract execution.

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