

Airline Retailing

Implementation Forum

June 9, 2022

13:30-16:00 CET



Screenshot this slide – quick links

AIRTechzone.iata.org

- Meeting agenda and details
- Access to the video channel
- TMC Adoption accelerators

To get involved in discussions in the standard setting working groups standards@iata.org

To access the Implementation Guide – <https://guides.developer.iata.org>

To learn about the new certification <https://retailing.iata.org/armi/>

For company specific questions on transitioning to the ARM index armi@iata.org

To understand more about how Settlement with Orders works <https://www.iata.org/swo/>

To speak with someone about your Settlement with Orders journey swo@iata.org

Airline Retailing Page, including examples of value creation iata.org/retailing

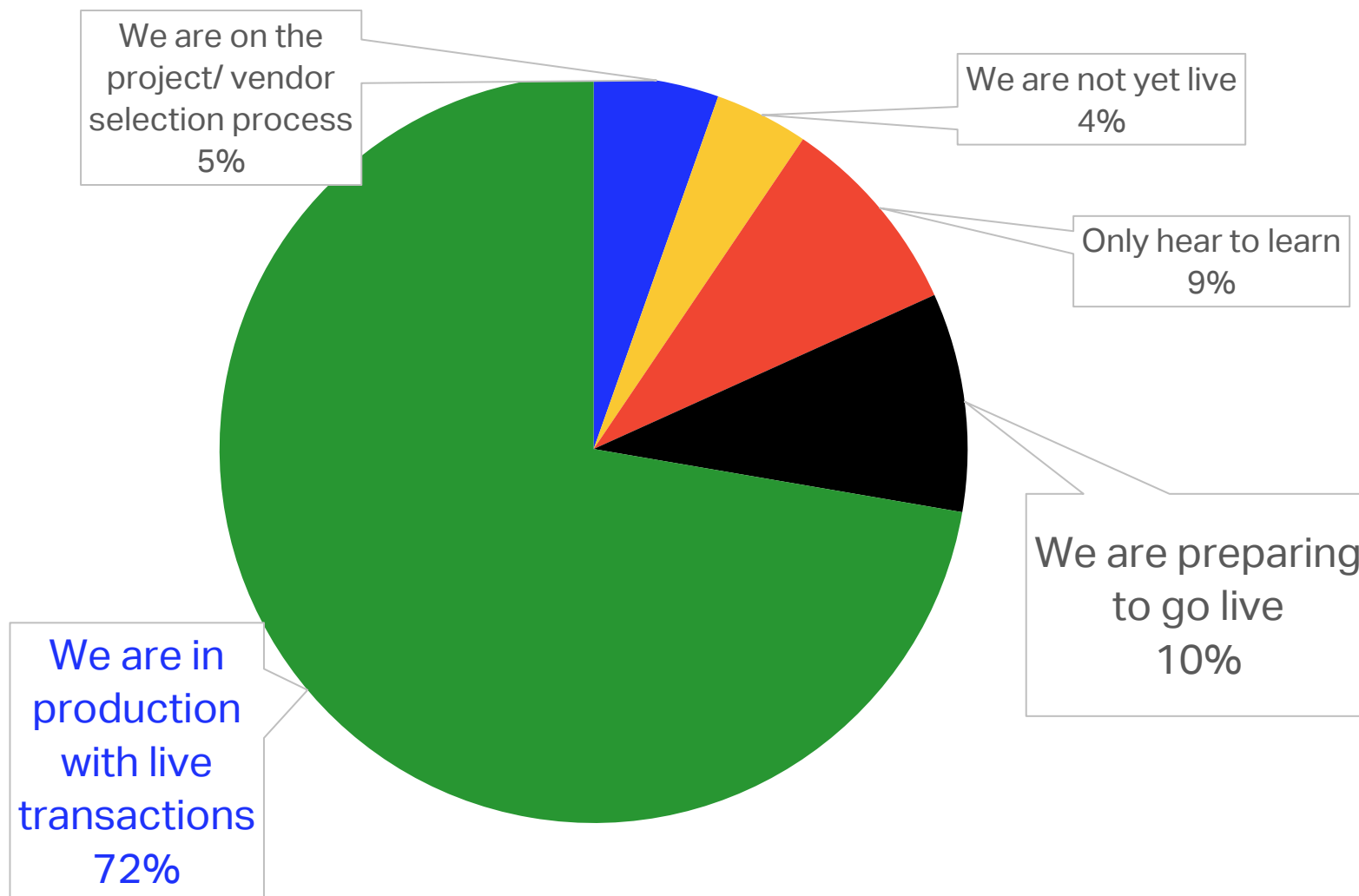


Competition Law Guidelines

This meeting is being conducted in compliance with the Provisions for the Conduct of the IATA Traffic Conferences. Pursuant thereto, this meeting will not discuss or take action to develop fares or charges, nor will it discuss or take action on remuneration levels of any intermediaries engaged in the sale of passenger air transportation. The meeting also has no authority to discuss or reach agreement on the allocation of markets, the division or sharing of traffic or revenues, or the number of flights or capacity to be offered in any market. Delegates are cautioned that any discussion regarding such matters, or concerning any other competitively sensitive topics outside the scope of the agenda, either on the floor or off, is strictly prohibited.

The foregoing applies equally to email discussions, instant messaging and social media discussions whether directed to announced participants or other parties not present in the meeting. Participants are reminded that live streaming of this meeting to parties not present in person is not permitted except as indicated by and with the express permission and knowledge of the Chairperson and IATA and only in the event that specific participation on a given item from a party not present in person is required. Unauthorized recording of the meeting is prohibited.

Who is here today?



Implementation Forum Agenda



1. Introduction and opening
2. Bringing personalization to life - an Aggregator's experience (FlightRoutes24)
3. Onboarding NDC content within a B2B Travel solution – a TMC's journey (Travel Planet)
4. Implementing Third Party Offering - Carbon offset (American Airlines)
5. Lessons from implementing differentiated content – an airline's journey (Avianca)
6. Presentation of New Payment Functionality in the Standard (KLM/IATA)
7. Open implementation questions
8. Wrapup and Takeaways

21.3 Adoption

- 21.3.2 has been published
- For those who have downloaded 21.3, check that you have the patched version
 - iata.org/retailing
 - guides.developer.iata.org
- New Implementation Guidance coming this month
- Supporting materials (migration) available

ARM index

- Now recognizing capabilities on schema version 21.3
- Reminders
 - Exporting registry capabilities
 - Adding new capabilities
 - Partnership deployment

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*Bringing personalization to life
- an Aggregator's experience*



FlightRoutes24

June 2022





CONTENTS

01

Introduction Of Flightroutes24

02

New Expectations From TMC

03

Ability To Reach Personalization

04

Q&A

01.

Introduction

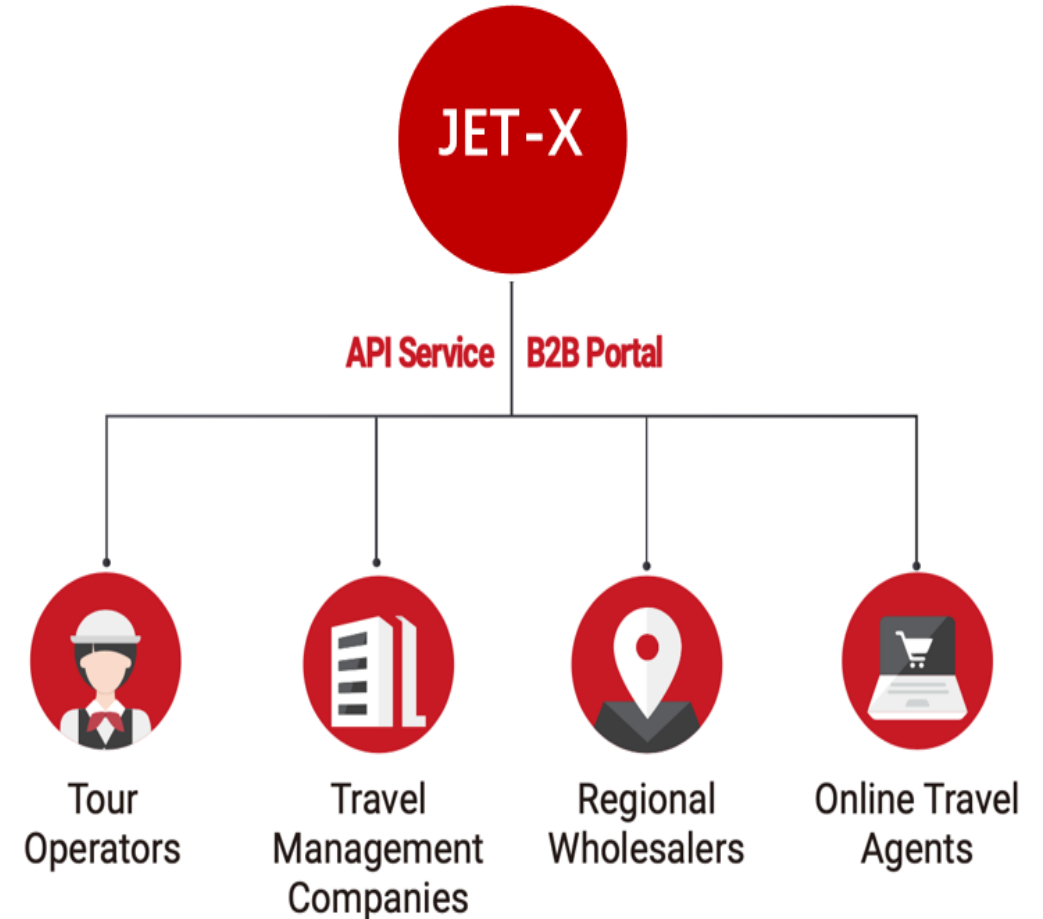
Who we are & what we do



About us

Flightroutes24 is a leading global air ticket consolidator based in mainland China and Hong Kong, integrates airlines' direct connect contents (both Full Service and Low Cost Carriers) and GDS contents from over 60 point of sale countries and distributes both contents to its partners worldwide.

Flightroutes24 aggregates air ticket contents from global FSCs & LCCs into its all-in-one API solution that can be integrated into its agents' existing booking tools (online booking platforms, travel portals, meta search engines and apps) and its own B2B agent portal, offering comprehensive online functions including searching, booking, changing, refunding, voiding and accounting.



Flightroutes24' s NDC

Onboarded airlines



Coming soon



02.

New Expectations From TMC

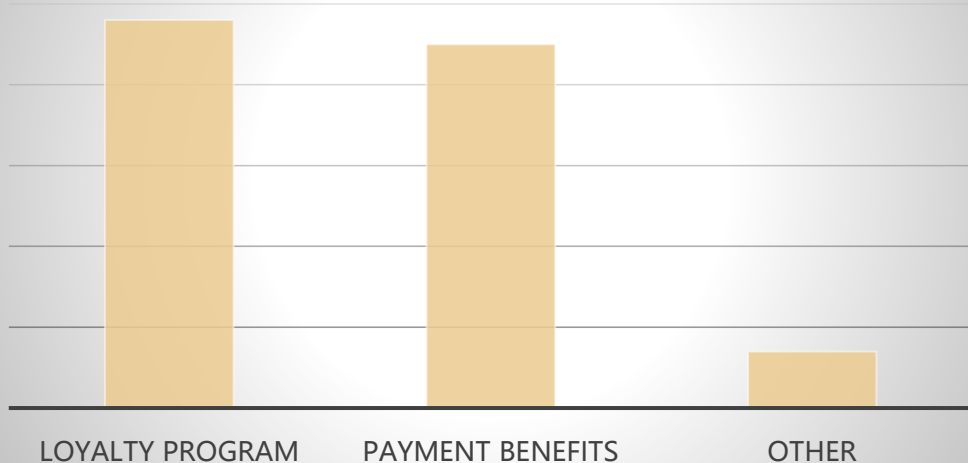
(TMC Adoption Accelerator #2)

How to get

We asked our clients what they want to see about

- Benefit Factors
- Flexibility Factors
- Experience Factors

Benefits



Experience



Flexibility



Book With Confidence



Key Data elements supported New expectation from TMC

- Loyalty program
An account set up for a customer within a rewards program which holds funds on behalf of that customer.
- Lodge cards
Typically lodge cards offer higher payment limits and are centrally managed. Lodge cards also usually offer additional benefits of enhanced reporting, travel policy monitoring and compliance data for reconciliation.

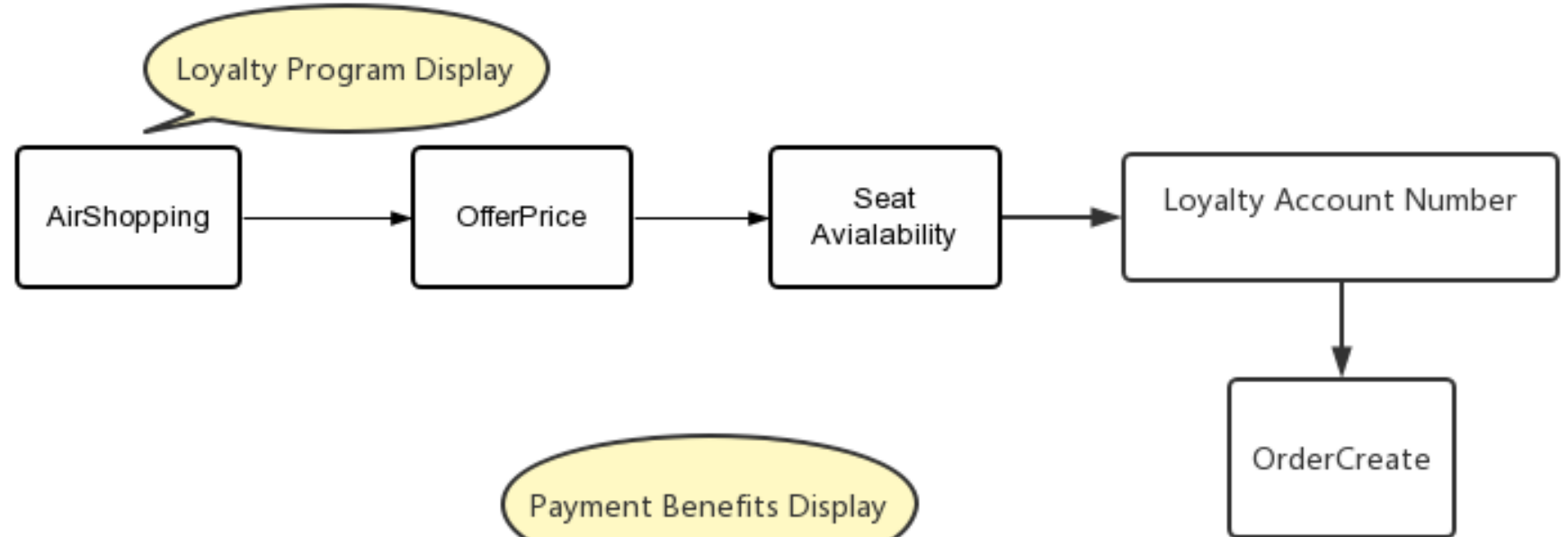
.....

03.

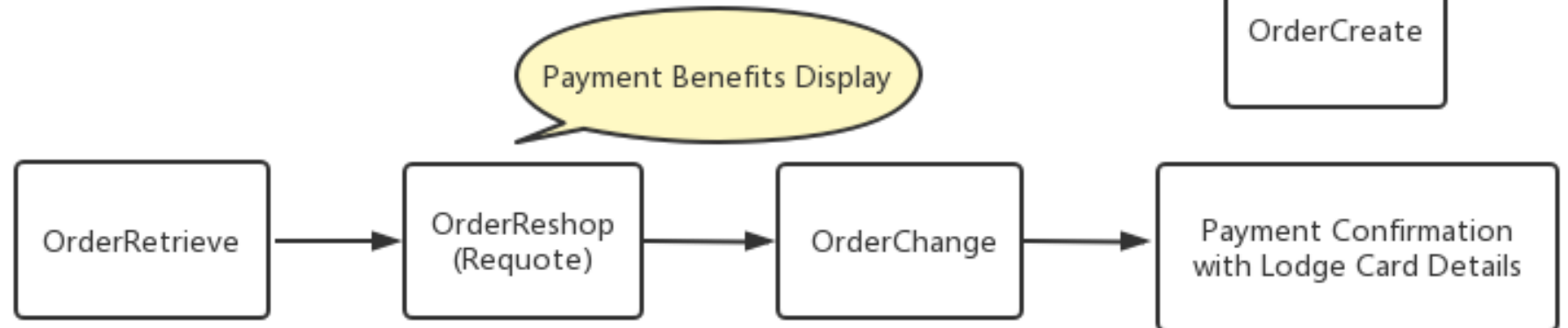
Ability to Reach Personalisation

NDC Selling Flow

Shop – Order Flow



Order Reshop Flow



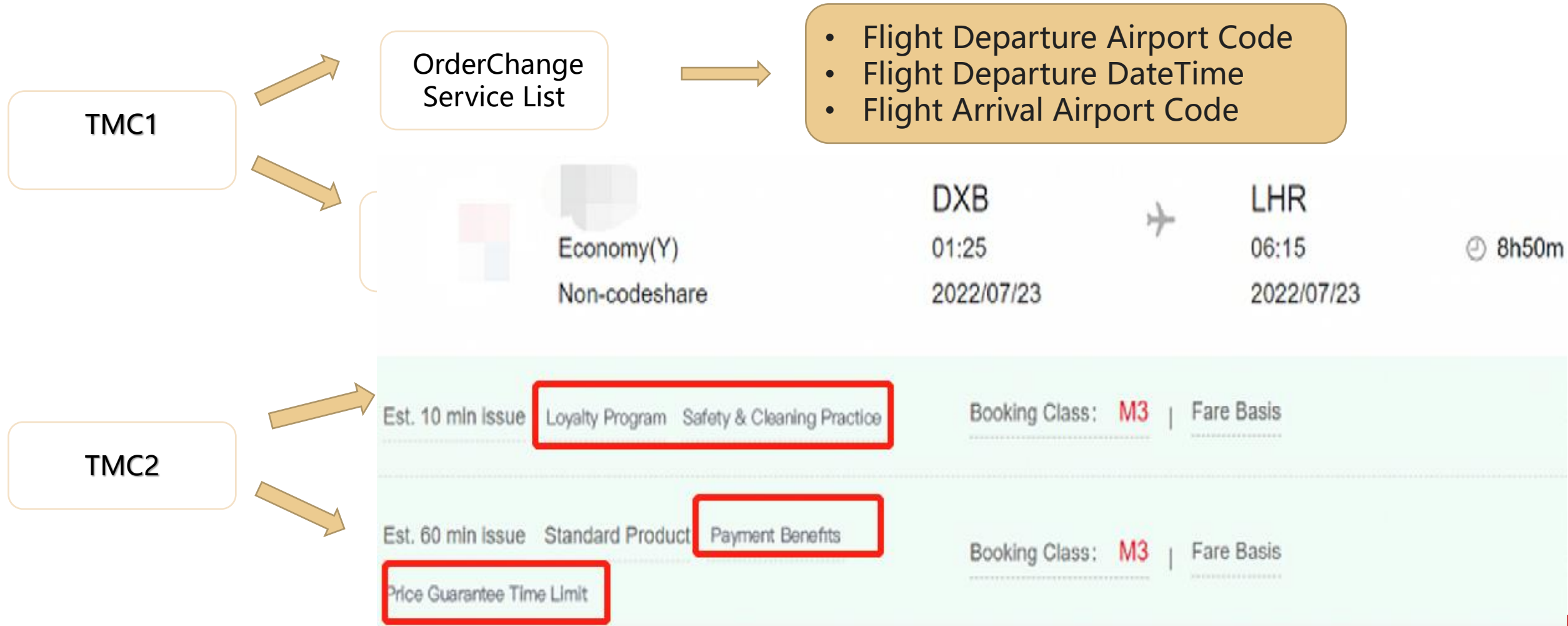
Loyalty Program

On Business/Business Extra

```
</New>
</PassengerServicing>
<PassengerServicing>
  <New PassengerID="T2">
    <Individual>
      <GivenName>TEST</GivenName>
      <Surname>TWO</Surname>
    </Individual>
    <LoyaltyProgramAccount>
      <!--BUSINESS EXTRA number-->
      <ProgramName>Business Extra</ProgramName>
      <AccountNumber>12345</AccountNumber>
    </LoyaltyProgramAccount>
    <!--Action type is Add-->
    <ActionType>Add</ActionType>
  </New>
</PassengerServicing>
</Query>
```

```
<Query>
  <OrderID Owner="BA">NKJCOK</OrderID>
  <PassengerServicing>
    <!--Function to Add the Passenger Details-->
    <New PassengerID="T1">
      <Individual>
        <GivenName>TEST</GivenName>
        <Surname>ONE</Surname>
      </Individual>
      <LoyaltyProgramAccount>
        <!--ON BUSINESS number-->
        <Airline>
          <AirlineDesignator>BA</AirlineDesignator>
        </Airline>
        <ProgramName>On Business</ProgramName>
        <AccountNumber>OB162782</AccountNumber>
      </LoyaltyProgramAccount>
      <!--Action type is Add-->
```

Provide valuable information matched with expectation of TMC



☐ Read and agreed on following terms:

I have read and agreed to terms and conditions of the [User Agreement](#) , [Privacy Policy](#) and [Personal Information Authorization Statement](#).




Please make payment within **5h30min.**

FR24 Order Number: [13187037788598272](#)

[View Passenger/Flight Information](#) ▼

Select Payment Method

 B2B Wallet

 T+1 Cash

 Yeepay

 Alipay

 Lodge Card

Key recommendation:

Call for implementers to migrate to higher NDC schema versions and implement standard NDC workflow instead of using extra proprietary APIs to accommodate:
loyalty program & Payment Benefits & PGTL

Open Question:

Should *Safety&Cleaning Practice* be standardized into NDC?

Q & A



Contact us:
bd@flightroutes24.com



Travel Planet

Time to change

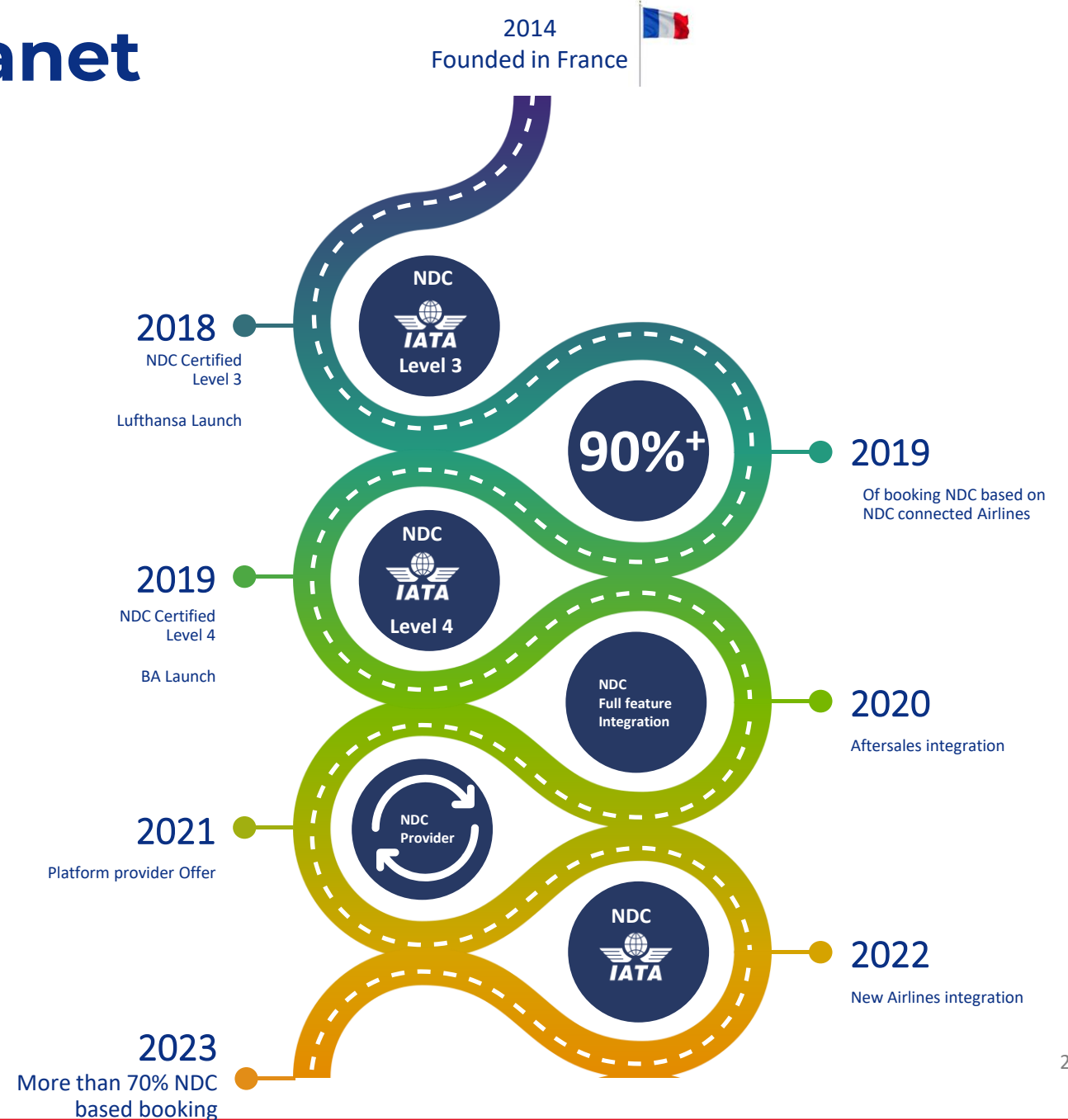
Onboarding NDC Content Within a B2B Travel Solution

a TMC's Journey (Travel Planet)

Introduction to Travel Planet

One of the MOST dangerous phrases
used in business

*“It has
always
been done
this way”*



Direct Connection : A Global Travel Industry Trend



NDC Connection

- Launch in 2012
- Production in 2015 for first Airlines



Rail Companies

- SNCF from 2017
- Improve by new players on the market



Car Rental Companies

- Delivered from 2018
- Requested for Ancillary services management

Travel Planet - NDC benefits we are observing

- ✓ Access to the Airlines full content and real time pricing
- ✓ Deliver the expected content for the Airline
 - ✓ Price
 - ✓ Fare description / Marketing content
 - ✓ Ancilliary services
- ✓ Expose each Airline specific sales strategy

The NDC Implementation Strategies

Internal development

- Significant Investment
- Dedicated dev Team
- Full Control of the content and feature

Outsourced

- Fast Access
- Rely on Technology provider Roadmap
- Share the tools with other players

Hybrid

- More Complex integration
- Need a clear architecture approach

The NDC Implementation : A 3 layers Cake

NDC Connection

- To access and retrieve content
- To Book and Ticket
- To Manage After-sales

Front End

- To expose content
- To create a fluid and comprehensive User Experience

Billing

- To integrate different sources in a normalized process
- To automatize the complete billing Process

The NDC Implementation Steps

- ✓ Before NDC Integration
 - ✓ Evaluate the opportunities and the related strategy
 - ✓ Integrate the full process impact on your Business
 - ✓ Organize a long term change
- ✓ After NDC integration
 - ✓ Setup a constant evolution process
 - ✓ Integrate NDC as part of the core strategy
 - ✓ Be ready to evolve your solution

Travel Planet Tools : With or Without NDC

<div><div></div><div>19/07 06:55 LHR</div></div> <div>1h 50m Direct</div> <div><div>09:45 MUC</div><div>Economy</div></div> <div><div>€94.14 LIGHT</div><div>€124.14 CLASSIC</div><div>€141.14 FLEX</div></div>
<div><div></div><div>CO₂ 131.78 kg</div></div>
<div>TRIP DETAILS</div> <div><div><div></div><div>NDC Certified</div></div><div>MORE PRICES</div></div>
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<div><div></div><div>CO₂ 131.78 kg</div></div>
<div>TRIP DETAILS</div> <div>MORE PRICES</div>

Travel Planet Tools : With or Without NDC

19 Jul 2022 | Economy

CO₂ 131.78 kg



NDC Certified

Choose the options for this trip

Heathrow → Franz Josef Strauss

Traveller 1: [Dessain-Gelinet Tristan](#)

Baggage

ADD BAGGAGE

Choose options for this flight

Heathrow → Franz Josef Strauss

Traveller 1: [Dessain-Gelinet Tristan](#)

Baggage

Prepaid Baggage - 65EUR



ADD BAGGAGE

Seat

CHOOSE SEAT

- 06:55 London-Heathrow
- Travel time : 01 h 50 min |
- 09:45 Munich-Franz Josef Strauss

- ✓ Ticket exchangeable before flight departure (€70.00)
- ✗ Ticket not refundable before flight departure
- 🧳 No Checked Baggage
- 🧳 1 Hand Baggage (12Kg)

Seatmap

LHR → MUC

Your Choice

Dessain-Gelinet Tristan
Preferred area (12 C) €25.00

Total €25.00

Legend of the cabin plan

- Seat available
- Seat unavailable
- Emergency exit

CANCEL CONFIRM

Q&A

Tristan Dessain-Gelinet

Solutions@my-travelplanet.com

What Corporate Buyers value, and what it means for your implementation

Accessibility Travel has taken an increased focus for Corporations.

Better passenger experience/
more joined up trip

Latest products on aircraft
Latest interior design in place (new seats...)
New product & Services

On time performance

New payment opportunities

Continuous pricing

Expecting more personalization, more options to choose from, more relevant offers

Q&A



16 June 2022



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American Airlines Carbon Offset

Who is Cool Effect?



Cool Effect is a 501(c)3 nonprofit working with the world's best carbon-reducing projects, giving people an easy way to effectively fight climate change.



— Mexico

Seeing the Forest for the Trees

In rural Mexico, the community has come together to save the forests and their future by turning forest destruction into forest regeneration.



— Indonesia

For Peat's Sake

Reducing over 7.5 mm tonnes of CO₂ each year by protecting and restoring 157,000 hectares of peat swamp and creating local jobs.



— Honduras

Mirador Clean Cookstoves

Working with local families across rural Honduras, building improved cookstoves that use just half the amount of wood of a traditional one. When wood use is cut by nearly half, so are CO₂ emissions.

Carbon Offset

- The carbon offset is returned via ServiceList and is only **available post booking and prior to fulfillment**. In future, we would like to incorporate this into AirShopping.
- Must be purchased for all passengers and all segments in the itinerary.
- Credit Card Form of Payment.
- Purchase of carbon offset is available for USD currency.
- Once purchased, carbon offset is nonrefundable.
- Email Address is mandatory for the purchase of carbon offset.
- Cool Effect sends the customer an email with confirmation of purchase and a link to download a certificate of purchase.
- Minimum offset amount is \$7.60 (1 tonne). If an itinerary offset amount calculated is less than that, it will be rounded off to this amount and returned in ServiceListRS.
- ServiceListRS and OrderViewRS will NOT return tonnage. However, confirmation email from Cool Effect has the tonnage and amount of offset.
- There will be no document in OrderViewRS /TicketDocInfos/TicketDocInfo node for the purchase of Carbon Offset service, as the purchase of the carbon offset is fulfilled through direct settlement with Cool Effect and no EMD is created.

ServiceListRQRS

```
<ServiceListRQ xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema" Version="17.2"
TransactionIdentifier="b02b9b582e5b460a8732ac26ad3cb6dd">
  <PointOfSale>
    <Location>
      <CountryCode>US</CountryCode>
      <CityCode>NYC</CityCode>
    </Location>
  </PointOfSale>
  <Document>
    <ReferenceVersion>17.2</ReferenceVersion>
  </Document>
  <Party> </Party>
  <Query>
    <OrderID Owner="AA">AA001A905FA55</OrderID>
  </Query>
  <JourneyData> </JourneyData>
  <DataLists> </DataLists>
</ServiceListRQ>
```

ServiceListRS: Carbon returned as an Offer

```
<ServiceListRS Version="17.2" TransactionIdentifier="b02b9b582e5b460a8732ac26ad3cb6dd">
  <Document/>
  <Success/>
  <ShoppingResponseID>
    <ResponseID>S8C314DAE-D620-40BC-8AEE</ResponseID>
  </ShoppingResponseID>
  <ALaCarteOffer OfferID="S8C314DAE-D620-40BC-8AEE-1" Owner="AA">
    <Parameters> </Parameters>
    <ValidatingCarrier>AA</ValidatingCarrier>
    <TimeLimits> </TimeLimits>
    <ALaCarteOfferItem OfferItemID="S8C314DAE-D620-40BC-8AEE-1-1">
      <Eligibility>
        <PassengerRefs>T1</PassengerRefs>
        <SegmentRefs>S2</SegmentRefs>
      </Eligibility>
      <UnitPriceDetail>
        <TotalAmount>
          <DetailCurrencyPrice>
            <Total Code="USD">760</Total>
          </DetailCurrencyPrice>
        </TotalAmount>
        <BaseAmount Code="USD">760</BaseAmount>
      </UnitPriceDetail>
      <Service ServiceID="S8C314DAE-D620-40BC-8AEE-1-1-1">
        <ServiceDefinitionRef>D-CO-0EO-6b797aac-39c4-4ee7-8138-3fb37b7c323e</ServiceDefinitionRef>
      </Service>
    </ALaCarteOfferItem>
  </ALaCarteOffer>
</ServiceListRS>
```

```
<ServiceDefinitionList>
  <ServiceDefinition ServiceDefinitionID="D-CO-0EO-6b797aac-39c4-4ee7-8138-3fb37b7c323e" Owner="AA">
    <Name>Carbon Offset</Name>
    <Encoding>
      <RFIC>D</RFIC>
      <Type>6</Type>
      <Code>CO</Code>
      <SubCode>0EO</SubCode>
    </Encoding>
    <Descriptions> </Descriptions>
    <Settlement> </Settlement>
    <BookingInstructions> </BookingInstructions>
    <ValidatingCarrier>AA</ValidatingCarrier>
    <Detail> </Detail>
  </ServiceDefinition>
</ServiceDefinitionList>
```


Fulfillment

OrderChangeRQ with FOP: Pay for Order including OrderItems for both air and Carbon


```
<OrderChangeRQ xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema" Version="17.2"
TransactionIdentifier="893fceda0ae2465e94bc0e4b3dbd0419">
  <PointOfSale>...</PointOfSale>
  <Document>
    <ReferenceVersion>17.2</ReferenceVersion>
  </Document>
  <Party>...</Party>
  <Query>
    <OrderID>AA001A905FA55</OrderID>
    <Payments>
      <Payment>
        <Type>CC</Type>
        <Method>
          <PaymentCard>...</PaymentCard>
        </Method>
        <Amount Code="USD">10600</Amount>
        <OrderItemID>PolP8B4E404C-4229-438F-AC76-1-1</OrderItemID>
        <OrderItemID>S8C314DAE-D620-40BC-8AEE-1-1</OrderItemID>
      </Payment>
    </Payments>
  </Query>
</OrderChangeRQ>
```

OrderViewRS: Order including Carbon is fulfilled Successfully

```
<OrderViewRS Version="17.2" TransactionIdentifier="893fceda0ae2465e94bc0e4b3dbd0419">
  <Document/>
  <Party>...</Party>
  <Success/>
  <Response>
    <Order OrderID="AA001A905FA55" Owner="AA">
      <BookingReferences>...</BookingReferences>
      <TotalOrderPrice>...</TotalOrderPrice>
      <Payments>...</Payments>
      <OrderItems>
        <OrderItem OrderItemID="PolP8B4E404C-4229-438F-AC76-1-1" Timestamp="2021-07-30T16:44:00">...</OrderItem>
        <OrderItem OrderItemID="S8C314DAE-D620-40BC-8AEE-1-1" Timestamp="2021-07-30T16:44:00">
          <PriceDetail>...</PriceDetail>
          <Service ServiceID="SRVS8C314DAE-D620-40BC-8AEE-1-1" ServiceStatus="HI">
            <PassengerRef>T1</PassengerRef>
            <ServiceDefinitionRef SegmentRef="S2">D-CO-0EO-6b797aac-39c4-4ee7-8138-3fb37b7c323e</ServiceDefinitionRef>
          </Service>
        </OrderItem>
      </OrderItems>
    </Order>
    <TicketDocInfos>
      <TicketDocInfo>...</TicketDocInfo>
    </TicketDocInfos>
  </Response>
</OrderViewRS>
```

Customer Notification

Carbon Offset from Cool Effect




Your nonrefundable payment is confirmed!

See your payment info below, as well a link to view your certificate.

[Order #291912] (June 11, 2021)


Product	Quantity	Price
Carbon Offset	1.89 tonnes	\$14.36
Subtotal:		\$14.36
Payment method:		Visa ending in 0008
Total:		\$14.36




[View Certificate](#)

EIN#: 47-5068496



Cool Effect is a registered 501(c)(3) nonprofit. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous contribution.





Proof of Travel Offset

This certificate acknowledges that carbon emissions have been offset thanks to your generous donation via American Airlines.

 x 

Your donation will be used to purchase carbon offsets from Cool Effect

SPRK Display

Services

Optional Services priced in USD

Options for flight AA 2798 from DFW - SFO

Carbon Offset

- Carbon Offset

TESTING/B
USD 7.60

Continue

Cancel

⚙

Record Locator: 1EMH8W

✉ 🖨 ✈ 👤 ☰

✚ ✎ 🗑

Traveler


#	Type	Title	First Name	Middle Name	Last Name	Date Of Birth	FF#
▶ 1	ADT	BAISIC			TESTING	28Nov1988	🔍

Itinerary

Booked - Air


⏏

⏏

 Thu 12Aug21
09:05a - 10:55a

DFW - SFO

AA 2798

V 

3h 50m 321

HK

AA 1

BAISIC TESTING (ADT)

🗑 Seat: 9E , Status: Confirmed

🕒 Flight Status Notification

Service Description	Status	Price (USD)	Type	Number	Cpn
🗑 Main Cabin Extra 9E	HK	66.99			
🗑 Carbon Offset	HK	7.60			

Price

Services

Create Fare

Template

Bag Fees

Seats

Delete

Issue Documents

Travelport Display

Booking File 1L4RR8

Created on 03 May 2022 by C340771

Travelers

1 Traveler

ADT Mr Leo Travelport

Phone Number

No contact 01932 445577

Secure Flight Data

Male, *****

Email Address

To leo.atkinson@travelport.com

Address

Delivery Address

Membership Numbers

Payment Method

Ticketing Arrangement

Arrange ticketing by 07:59pm 04May'22

Passport (GB)

*****1620, exp Mar '24

Fare Details

(Public Fare). Main Cabin
Change: Allowed
Cancel: Not Allowed
Additional fees may apply for credit/debit card payment
[View Rules](#)
Base Fare (ADT/Adult) 193.48 USD
Taxes 43.71 USD
Estimated Flight Total 237.19 USD

Tickets

No associated tickets

Booked Travel

2 Journeys, 2 Flights

\$237.19

Total Price

American, 1 flight - NDC

Boston to Dallas on 29 September

Holds Confirmed - Confirmation Number DXXXXW

↑ BOS Boston

29 September (Thu) at 6:35 am

↓ DFW Dallas

29 September (Thu) at 9:45 am

4h 10m journey time

American, 1 flight - NDC

Dallas to Boston on 08 November

Holds Confirmed - Confirmation Number DXXXXW

↑ DFW Dallas

08 November (Tue) at 10:15 am

↓ BOS Boston

08 November (Tue) at 2:49 pm

3h 34m journey time

Seats

Bags, meals, and more

+ Add ancillaries for this flight

Seats

No seats selected

Special Service Requests

Traveler Assistance

No requests

Booking File 1L4RR8

Carbon offset

Help us reduce carbon emissions

☒ I want to offset my environmental impact

\$13.00

Bags, meals, and more summary

Carbon offset

I want to offset my environmental impact 13.00 USD X

Bags, meals, and more total 13.00 USD

Booking File 1L4RR8

Created on 03 May 2022 by C340771

Travelers

1 Traveler

ADT Mr Leo Travelport

Phone Number

No contact 01932 445577

Secure Flight Data

Male, *****

Email Address

To leo.atkinson@travelport.com

Address

Delivery Address

Membership Numbers

Payment Method

Ticketing Arrangement

Arrange ticketing by 07:59pm 04May'22

Passport (GB)

*****1620, exp Mar '24

Fare Details

(Public Fare). Main Cabin
Change: Allowed
Cancel: Not Allowed
Additional fees may apply for credit/debit card payment
[View Rules](#)
Base Fare (ADT/Adult) 193.48 USD
Taxes 43.71 USD
Estimated Flight Total 237.19 USD

Tickets

No associated tickets

Booked Travel

2 Journeys, 2 Flights

\$237.19

Total Price

American, 1 flight - NDC

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Holds Confirmed - Confirmation Number DXXXXW

↑ BOS Boston

29 September (Thu) at 6:35 am

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Dallas to Boston on 08 November

Holds Confirmed - Confirmation Number DXXXXW

↑ DFW Dallas

08 November (Tue) at 10:15 am

↓ BOS Boston

08 November (Tue) at 2:49 pm

3h 34m journey time

Seats

Bags, meals, and more

Carbon offset

I want to offset my environmental impact

Seats

No seats selected



American Airlines 
You are why we fly™

Q&A



16 June 2022



POLL

Have you implemented
installments in
production?

1. Yes, installments are live
2. I'm looking into it
3. No
4. Not applicable

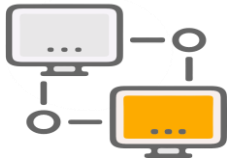
Lessons from implementing differentiated content – an airline's journey

AVIANCADIRECT



Is the name of the Avianca NDC channel, that let the agencies have access to our differentiated content based on special bundles

Connection types



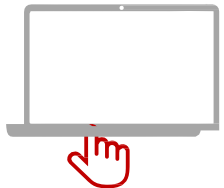
Avianca Link:

For big IATA agencies that connect direct to our API



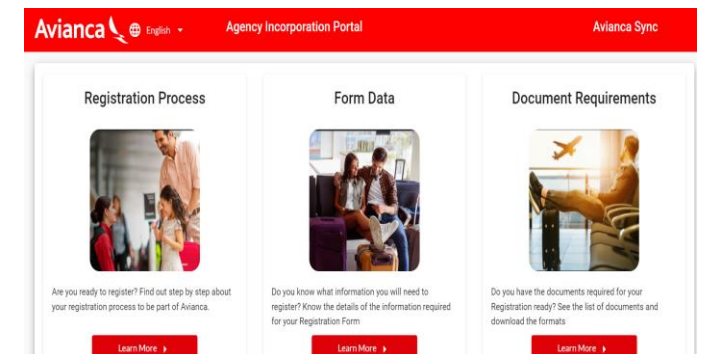
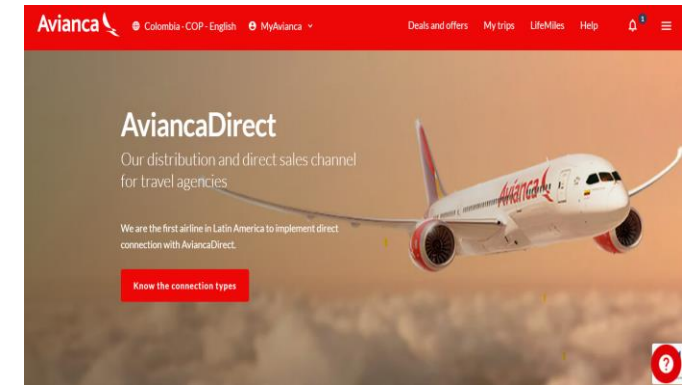
Avianca Sync:

For medium IATA agencies that connect through certified system providers



Agency portal:

For small IATA and Non-IATA agencies



(<https://www.avianca.com/co/en/aviancadirect/>)

DIFFERENTIATED CONTENT (Bundles)



		XS ²	S	M	L	XL	XXL
Personal item	Personal item	✓	✓	✓	✓	✓	✓
	Carry-on bag (10 Kg)	\$	✓	✓	✓	✓	✓
Checked bag	First bag (23Kg) - For business class (32 Kg)	\$	\$	✓	✓	✓	✓
	Second bag (23Kg) -For business class (32Kg)	\$	\$	\$	\$	\$	✓
Itinerary changes ³	Changes prior to date of flight	-	\$	\$	✓	\$	✓
Refunds ³	Refunds requested before flight	-	-	-	✓	\$	✓
Check-in	Web check-in/App or kiosks	✓	✓	✓	✓	✓	✓
	Check-in at airport counters	\$	\$	✓	✓	✓	✓
	Counter + priority baggage drop-off and delivery	-	-	-	-	✓	✓
Boarding	Priority boarding ⁴	-	-	-	✓	✓	✓
Pre-select your seat ⁵	Avianca Plus	\$	\$	\$	✓	-	-
	Preferred seats (applies to aircraft with two aisles)	\$	\$	✓	✓	-	-
	Emergency exit seats	\$	\$	\$	✓	-	-
	Standard seats	\$	\$	✓	✓	-	-

DIFFERENTIATED CONTENT



Special attributes
per bundle

☐ COP 354,580 INFO

Sis	Vuelo	Salida	Llegada	Avión	Duración	Base	Equipaje	Seleccione
Vuelos de Ida								
<input type="checkbox"/>	AV 9316	Bogotá (BOG) Sab. 16 Jul 12:15	Medellín (MDE) Sab. 16 Jul 13:15	320	1h:00m Directo	XS SESB0BRQ		
Vuelos de Regreso								
<input type="checkbox"/>	AV 8435	Medellín (MDE) Jue. 21 Jul 05:48	Bogotá (BOG) Jue. 21 Jul 06:40	320	0h:52m Directo	XS SESB0BRQ		

[VER MENOS](#) [CONTINUAR](#)

⚠ Las opciones disponibles aplican para ambos trayectos. Los valores corresponden al total del viaje.

Economy

	XS 354,580 COP	S 454,540 COP	M 544,420 COP	L 604,480 COP
Personal Item				
	Included	Included	Included	Included
Refund (Penalty) Before departure	Not permitted	Not permitted	Not permitted	Included
Refund (Penalty) After departure	Not permitted	Not permitted	Not permitted	Not permitted
Airport Check In	\$	\$	Included	Included
Miles (% miles actual)	Not included	5x fare	5x fare	5x fare
Priority boarding	Not Included Silver, Gold, Diamond: Included	Not Included Silver, Gold, Diamond: Included	Not Included Silver, Gold, Diamond: included	Included
Bono Elite	Not included	Red Plus: 1x fare Silver: 2x fare Gold: 4x fare Diamond: 6x fare	Red Plus: 1x fare Silver: 2x fare Gold: 4x fare Diamond: 6x fare	Red Plus: 1x fare Silver: 2x fare Gold: 4x fare Diamond: 6x fare
Carry on Baggage	\$ Silver, Gold, Diamond: included	1 piece - 10Kg	1 piece - 10Kg	1 piece - 10Kg

Duración De Vuelo Regreso
0h:52m - 0h:58m

Horarios de salida
☒ Mañana (0 a 12hs)
☒ Tarde (12 a 18hs)
☒ Noche (18 a 0hs)

Horarios de vuelta
☒ Mañana (0 a 12hs)
☒ Tarde (12 a 18hs)
☒ Noche (18 a 0hs)

Clas Aéreas
☒ Todas
☒ Avianca

Aeropuertos partida
☒ (BOG) El Dorado

Aeropuertos Regreso
☒ (MDE) José María Cordova

Aeropuertos llegada
☒ (BOG) El Dorado

Paradas- Ida
☒ Vuelo directo

Paradas-Llegada
☒ Vuelo directo

DIFFERENTIATED CONTENT (Corporate ID)



Recognize corporate passenger and activate special benefits

Corporate ID Request

```
<ShoppingCriteria> Untitled-1
1  <ShoppingCriteria>
2    <CabinTypeCriteria>
3      <CabinTypeName>ECO</CabinTypeName>
4      <CabinTypeCode>M</CabinTypeCode>
5    </CabinTypeCriteria>
6    <CabinTypeCriteria>
7      <CabinTypeName>BUS</CabinTypeName>
8      <CabinTypeCode>C</CabinTypeCode>
9    </CabinTypeCriteria>
10   <ProgramCriteria>
11     <ProgramAccount>
12       <AccountID>855482</AccountID>
13     </ProgramAccount>
14     <ProgramOwner>
15       <Carrier>
16         <AirlineDesignCode>AV</AirlineDesignCode>
17       </Carrier>
18     </ProgramOwner>
19   </ProgramCriteria>
20 </ShoppingCriteria>
```

Corporate ID Response

```
<ns3:FareComponent>
  <ns3:FareBasis>
    <ns3:FareBasisCode>
      <ns3:Code>ZMOB3BR9/DESC18</ns3:Code>
    </ns3:FareBasisCode>
    <ns3:CabinType>
      <ns3:CabinTypeCode xsi:type="xs:string" xmlns:xs="http://www.w3.org/2001/XMLSchema-instance">M</ns3:CabinTypeCode>
      <ns3:CabinTypeName xsi:type="xs:string" xmlns:xs="http://www.w3.org/2001/XMLSchema-instance">ECO</ns3:CabinTypeName>
    </ns3:CabinType>
  </ns3:FareBasis>
  <ns3:SegmentRefs>SEG1</ns3:SegmentRefs>
</ns3:FareComponent>
<ns3:FareComponent>
  <ns3:FareBasis>
    <ns3:FareBasisCode>
      <ns3:Code>ZMOB3BR9/DESC18</ns3:Code>
    </ns3:FareBasisCode>
    <ns3:CabinType>
      <ns3:CabinTypeCode xsi:type="xs:string" xmlns:xs="http://www.w3.org/2001/XMLSchema-instance">C</ns3:CabinTypeCode>
      <ns3:CabinTypeName xsi:type="xs:string" xmlns:xs="http://www.w3.org/2001/XMLSchema-instance">BUS</ns3:CabinTypeName>
    </ns3:CabinType>
  </ns3:FareBasis>
  <ns3:SegmentRefs>SEG2</ns3:SegmentRefs>
</ns3:FareComponent>
```

DIFFERENTIATED CONTENT (Frequent Flyer ID)



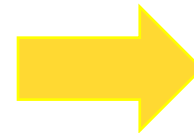
Benefits depending to the frequent flyer status

Frequent Flyer ID Request

```
1  <Paxs>
2    <Pax>
3      <PaxID>PAX1</PaxID>
4      <PTC>ADT</PTC>
5    </Pax>
6    <LoyaltyProgramAccount>
7      <AccountNumber>81625789000</AccountNumber>
8      <Carrier>
9        <AirlineDesignCode>AV</AirlineDesignCode>
10     </Carrier>
11   </LoyaltyProgramAccount>
12 </Paxs>
```

Frequent Flyer ID Response

```
<ns2:SeatRow>
  <ns2:RowNumber>10</ns2:RowNumber>
  <ns2:CharacteristicsCode>K</ns2:CharacteristicsCode>
  <ns2:Seat>
    <ns2:CabinColumnID>K</ns2:CabinColumnID>
    <ns2:OccupationStatusCode>F</ns2:OccupationStatusCode>
    <ns2:CharacteristicCode>CH</ns2:CharacteristicCode>
    <ns2:CharacteristicCode>O</ns2:CharacteristicCode>
    <ns2:CharacteristicCode>OW</ns2:CharacteristicCode>
    <ns2:CharacteristicCode>RS</ns2:CharacteristicCode>
    <ns2:CharacteristicCode>W</ns2:CharacteristicCode>
    <ns2:SeatProfileRefID>SP1-SEG1</ns2:SeatProfileRefID>
    <ns2:SeatProfileRefID>MEDIAL-SEG1</ns2:SeatProfileRefID>
    <ns2:OfferItemRefID>PRICE1-SEG1</ns2:OfferItemRefID>
  </ns2:Seat>
</ns2:SeatRow>
```



```
<ns2:ALaCarteOffer>
  <ns2:OfferID>PRICE</ns2:OfferID>
  <ns2:OwnerCode>AV</ns2:OwnerCode>
  <ns2:ALaCarteOfferItem>
    <ns2:OfferItemID>PRICE1-SEG1</ns2:OfferItemID>
    <ns2:UnitPrice>
      <ns2:TotalAmount CurCode="EUR">0</ns2:TotalAmount>
      <ns2:BaseAmount CurCode="EUR">0</ns2:BaseAmount>
      <ns2:TaxSummary>
        <ns2:TotalTaxAmount CurCode="EUR">0</ns2:TotalTaxAmount>
      </ns2:TaxSummary>
    </ns2:UnitPrice>
    <ns2:Service>
      <ns2:ServiceID>1-SEG1</ns2:ServiceID>
      <ns2:ServiceDefinitionRefID>SRV1-SEG1</ns2:ServiceDefinitionRefID>
    </ns2:Service>
    <ns2:Eligibility>
      <ns2:PaxRefID>PAX2</ns2:PaxRefID>
      <ns2:FlightAssociations>
        <ns2:PaxSegmentRefID>SEG1</ns2:PaxSegmentRefID>
      </ns2:FlightAssociations>
    </ns2:Eligibility>
  </ns2:ALaCarteOfferItem>
```

SYSTEM PROVIDERS



Avianca has live integrations with 11 System Providers, others in progress

- Standardization of the implementation process with Avianca
- Have a specialized team
- Dynamic implementation

← → ↻ avianca.com/co/es/aviancadirect/ 🔍 🌐 ⭐ 🏠 👤

Avianca 🌐 Colombia - COP - Español 📱 MyAvianca ▾ Ofertas de vuelos Mis viajes LifeMiles Ayuda 🔔 3 ☰

GRUPO	FUNCIONALIDADES	NDC API	Portal de Agencias		Avianca SYNC									
			NON IATA	IATA	IDEAS FRACTAL	TRAVEL FUSION	NETACTICA	LLEEGO	AIRGATEWAY	NEX- IT	DUFFEL	TPCONNECTS	NETVIAX	AARON
	Búsqueda de vuelos AVH	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Disponibilidad	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Vuelos Codeshare	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Reservaciones Individuales	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Emisión de docs. TKT/EMD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Tiempo límite de emisión	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓
	Upsell	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	✓	✓
	Contenido enriquecido	✓	N/A	N/A	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
	Tarifa Administrativa	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	N/A	N/A	N/A

PELUF

?

travelfusion

THOMALEX

NEX-IT BIZ

lee go

AARON GROUP

TP CONNECTS

netactica

Duffel

AirGateway

NETVIAX
SOLUTIONS

IDEAS FRACTAL

OPPORTUNITIES AND LIMITATIONS



- Use more ARM index to identify capabilities of more system providers
- Address payment issues
 - Installments for standard NDC
 - Multiple forms of payment
 - Approval code for CC payments in select markets
- Include Fiscal Identification file for BO, PE, AR, CL, CR, GT
- ARC capability to implement changes and refunds
- Integrated Backoffice reporting



- The differentiated content generates:
 - Interest in the agencies to be part of AviancaDirect Channel
 - Benefits for the system providers
 - Simplify and automate our connection process

Q&A



16 June 2022



Implementation Forum Agenda

1. Introduction and opening
2. Bringing Personalization to Life - an Aggregator's Experience (FlightRoutes24)
3. Onboarding NDC Content Within a B2B Travel Solution – a TMC's Journey (Travel Planet)
4. Implementing Third Party Offering - Carbon Offset (American Airlines)
5. Lessons from Implementing Differentiated Content – an Airline's Journey (Avianca)
6. Presentation of New Payment Functionality in the Standard (KLM/IATA)
7. Open Implementation Questions
8. Wrapup and Takeaways

A close-up photograph of a person's hand holding a smartphone. The phone's screen is lit up and displays a payment interface. At the top, the word 'Amount' is visible above a blurred numerical value. Below that, a large, dark rectangular button with the word 'Pay' in white is prominently displayed. The person's index finger is positioned directly over the 'Pay' button, ready to tap it. The background is dark and out of focus.

New Payment Functionality

Marco Gronsveld
Chair, Order Payment Group, KLM

David Scannell
Secretary, Order Payment Group, IATA



1

Payment
Development
& Guidance



2

New Payment
Capabilities



3

Follow On
Actions



Presentation Overview

1. Payment Development

- Core Concept Definition
- Payment Data Cycle

2. New Payment Capabilities

- Use of Payment Catalogue
- Alternative Forms of Payment

3. Future Development

- Clean up "Payment Method"
- Support Open Banking
- Support Pay by Installments



Payment Development & Guidance

Core Concept:

This concept is used to describe whether, from an airline perspective, a payment is directly between them and the customer, or whether it is with a third party such as an agent.

Direct: In a “direct payment transaction”, there is “one step” in the payment flow:

- **Customer → Airline**

Indirect: In an “indirect payment transaction” there are “two steps” in the payment flow:

- **Customer → Agent and Agent → Airline.**

NB: These payment steps may be unrelated to each other in any way.

Payment Transaction

		Payee		
		Airline	Agent	Customer
Payer	Customer	Direct	Indirect	
	Agent	Indirect		Indirect
	Airline		Indirect	Direct

Core Concept:

This concept is used to describe whether an EASD message is used to transport a payment payload or not. There are two types.

Online: Uses EASD message for payment instrument data exchange. For example, payment via card where all elements required in order to authorize the payment are contained in the Payment Function "Payment Processing Details"

Offline: Does not use EASD message for payment instrument data exchange. For example, payment via redirect where payment authorization will take place using separate data exchange.

Payment Process

		Payment Process	
		Online	Offline
Payment Transaction	Direct	<ul style="list-style-type: none">• Customer Card• Voucher (Ticket/EMD)• Loyalty Points	<ul style="list-style-type: none">• Other
	Indirect	<ul style="list-style-type: none">• Agent card (with TIP)• EasyPay	<ul style="list-style-type: none">• BSP/ARC Bilateral



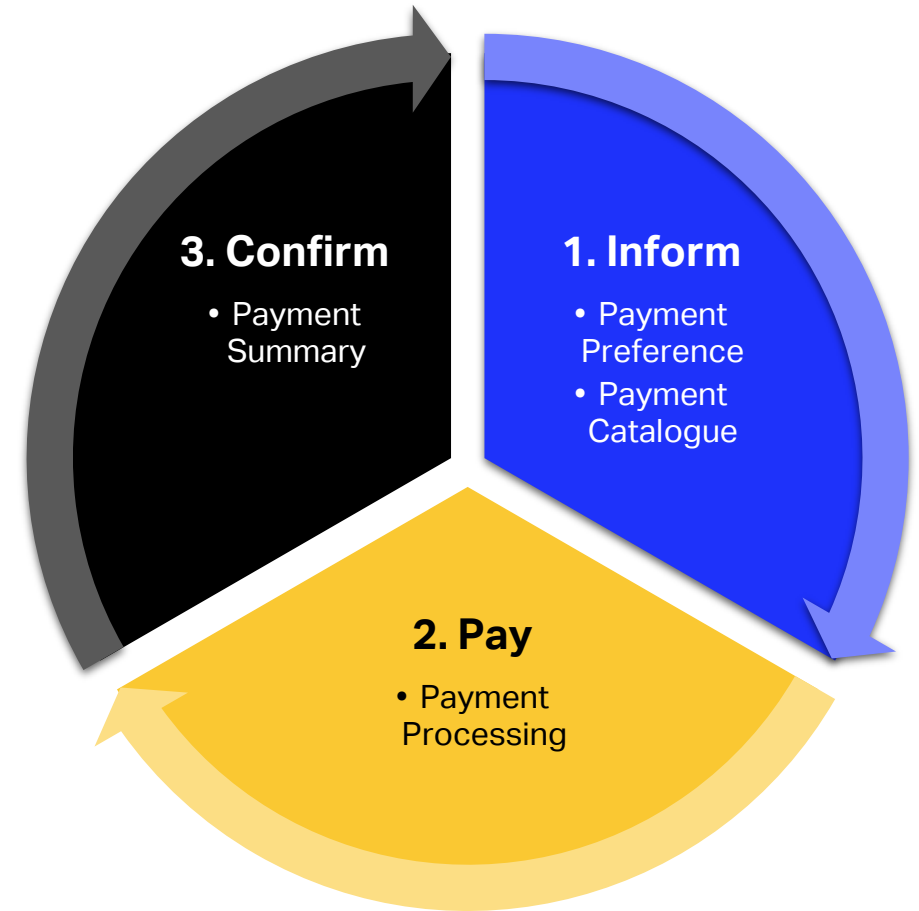


1
Inform

2
Pay

3
Confirm

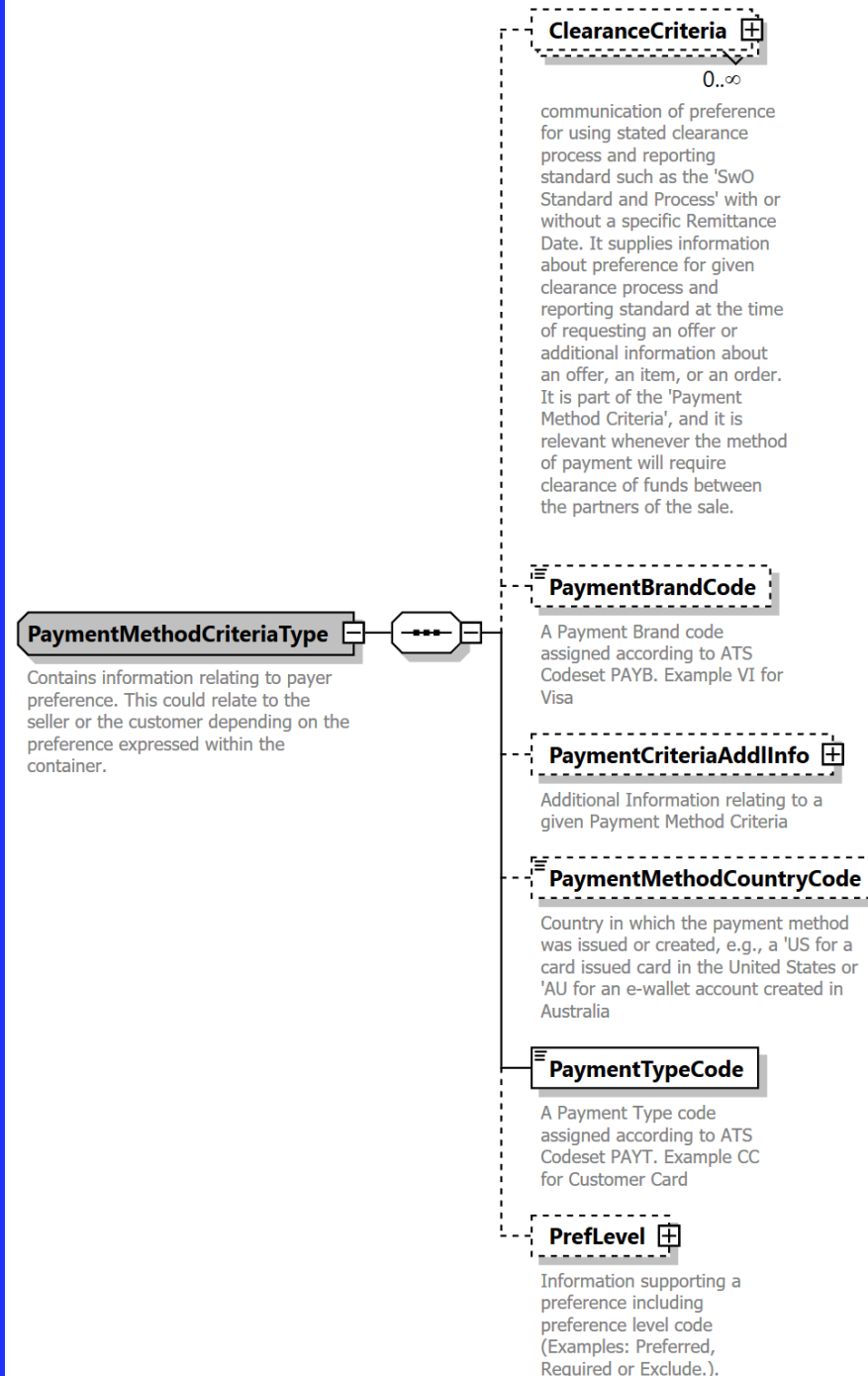
Payment Data Cycle



Payment Preference

PaymentMethodCriteria
optionally allows a seller to:

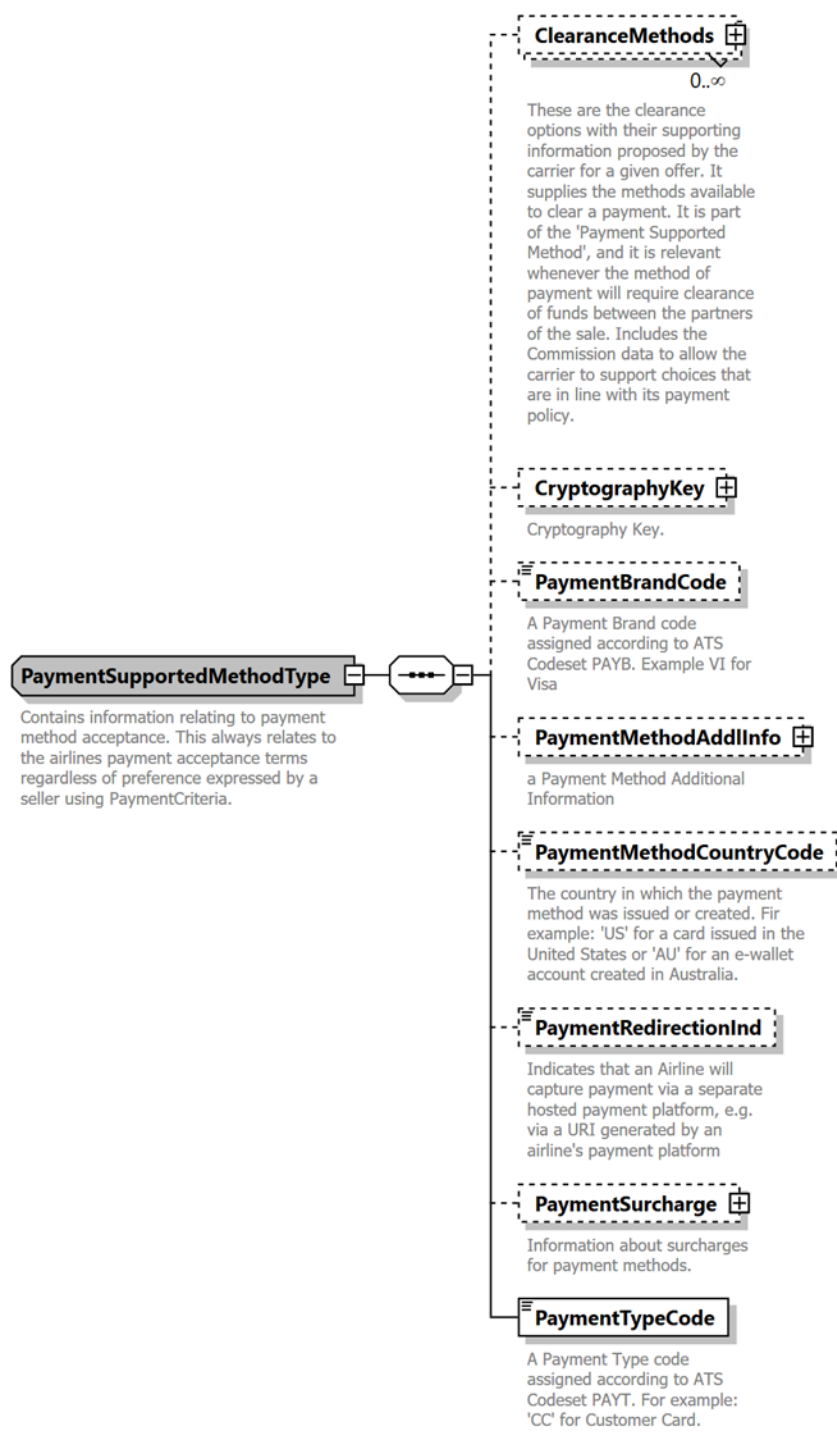
1. Illustrate preferred payment methods that may be indicated at a shopping stage; OR
2. Illustrate a payment method to be used in pricing stage



Payment Catalogue

PaymentSupportedMethod allows an airline to Inform sellers of:

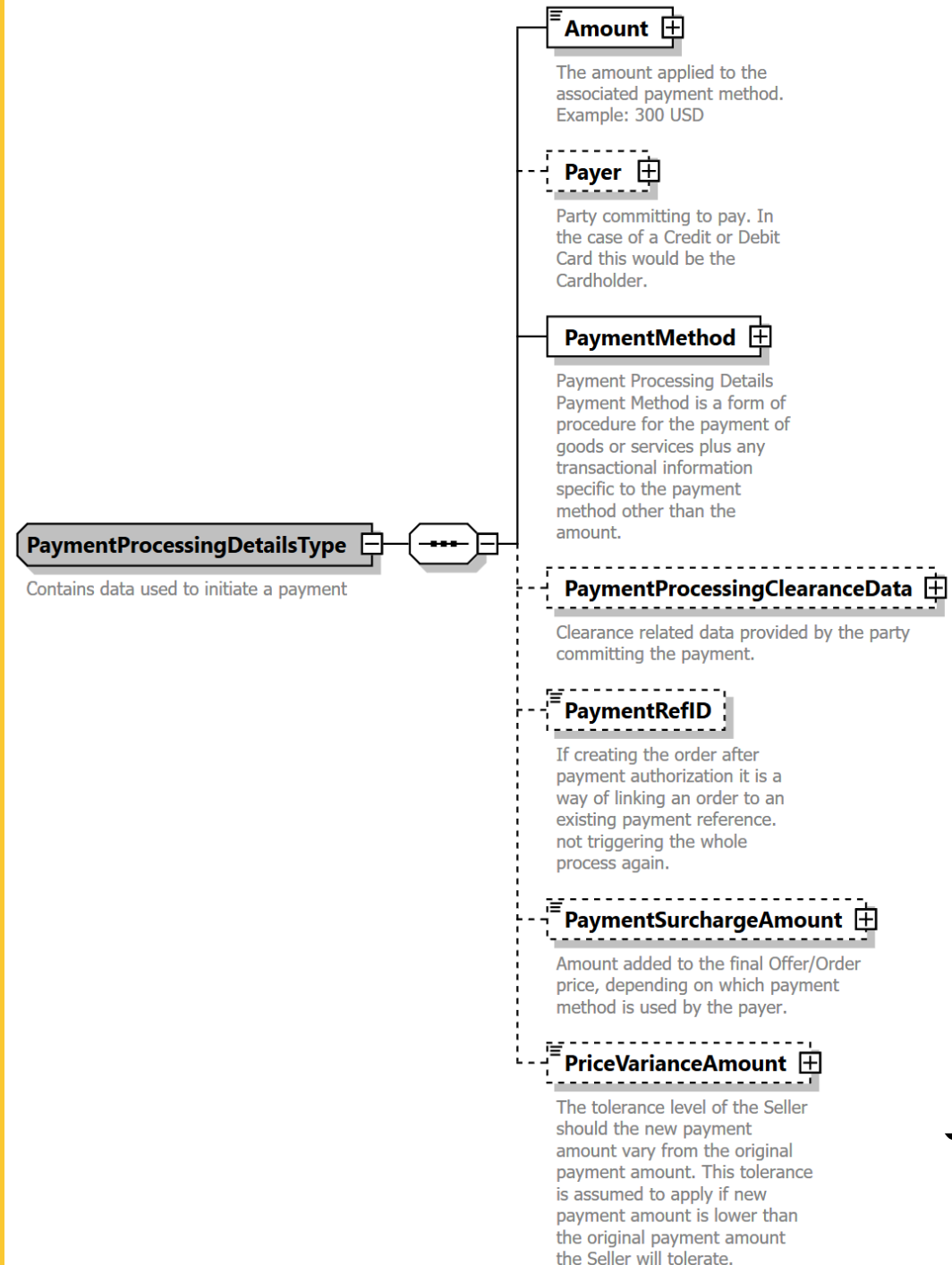
1. Accepted payment methods
2. Conditions relating to payment methods
3. Processing method required for a payment instrument
4. Information that may be needed to proceed with a given payment method



Payment Processing

PaymentProcessingDetails allows a seller to:

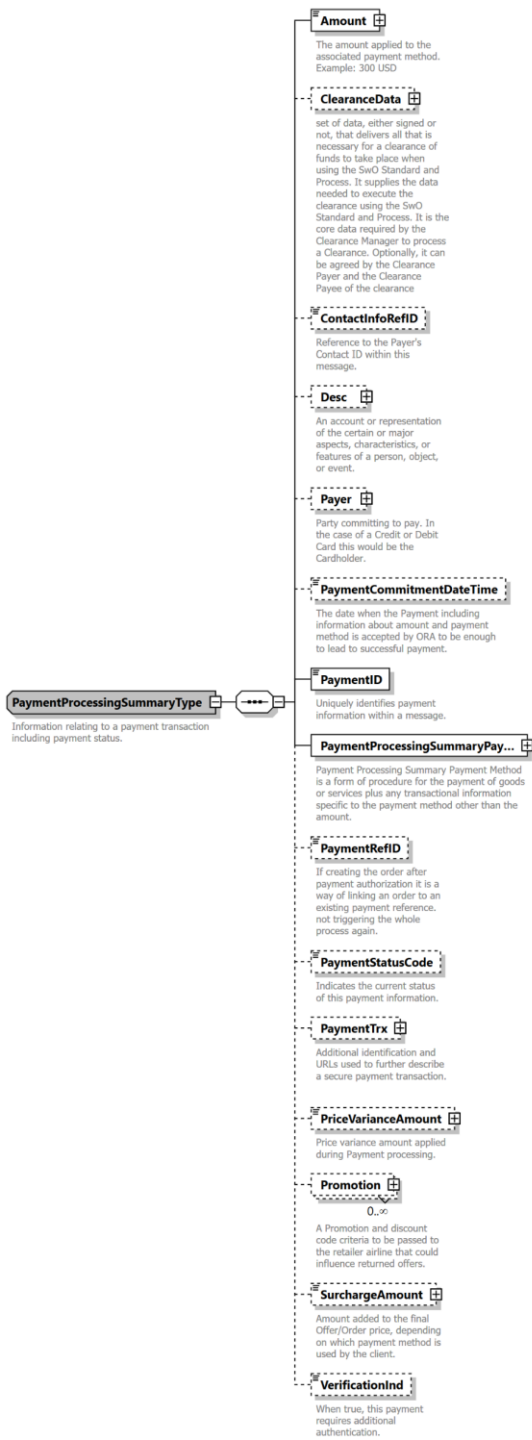
1. Specify a payment method or methods to be used in a given payment transaction amount
2. Associate payment to items in an offer
3. Provide details required in order to process payment for the methods given against the items indicated

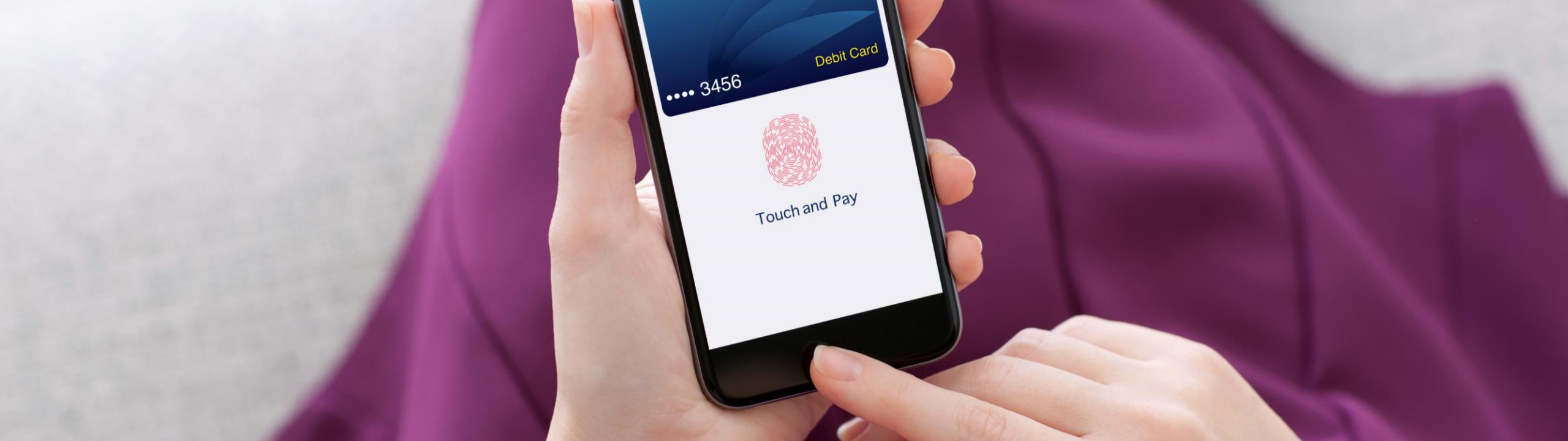


Payment Summary

PaymentProcessingSummary allows an airline to:

1. Provide information about the status of a confirmed payment
2. Provide information about the status of an order in relation to payment





New Payment Capabilities

Payment Catalogue

Payment catalogue is contained within the **PaymentSupportedMethodType**. Repetitions of this type allow an airline to inform a seller:

1. The methods they will accept as payment
2. Any additional information that may be required for processing a given method
3. Indication of how a payment method will be processed
4. Payment Fees
5. Information relating to clearance method

PaymentSupportedMethodType

Contains information relating to payment method acceptance. This always relates to the airlines payment acceptance terms regardless of preference expressed by a seller using PaymentCriteria.

ClearanceMethods

0..∞

These are the clearance options with their supporting information proposed by the carrier for a given offer. It supplies the methods available to clear a payment. It is part of the 'Payment Supported Method', and it is relevant whenever the method of payment will require clearance of funds between the partners of the sale. Includes the Commission data to allow the carrier to support choices that are in line with its payment policy.

CryptographyKey

Cryptography Key.

PaymentBrandCode

A Payment Brand code assigned according to ATS Codeset PAYB. Example VI for Visa

PaymentMethodAddlInfo

a Payment Method Additional Information

PaymentMethodCountryCode

The country in which the payment method was issued or created. For example: 'US' for a card issued in the United States or 'AU' for an e-wallet account created in Australia.

PaymentRedirectionInd

Indicates that an Airline will capture payment via a separate hosted payment platform, e.g. via a URI generated by an airline's payment platform

PaymentSurcharge

Information about surcharges for payment methods.

PaymentTypeCode

A Payment Type code assigned according to ATS Codeset PAYT. For example: 'CC' for Customer Card.

5

1

2

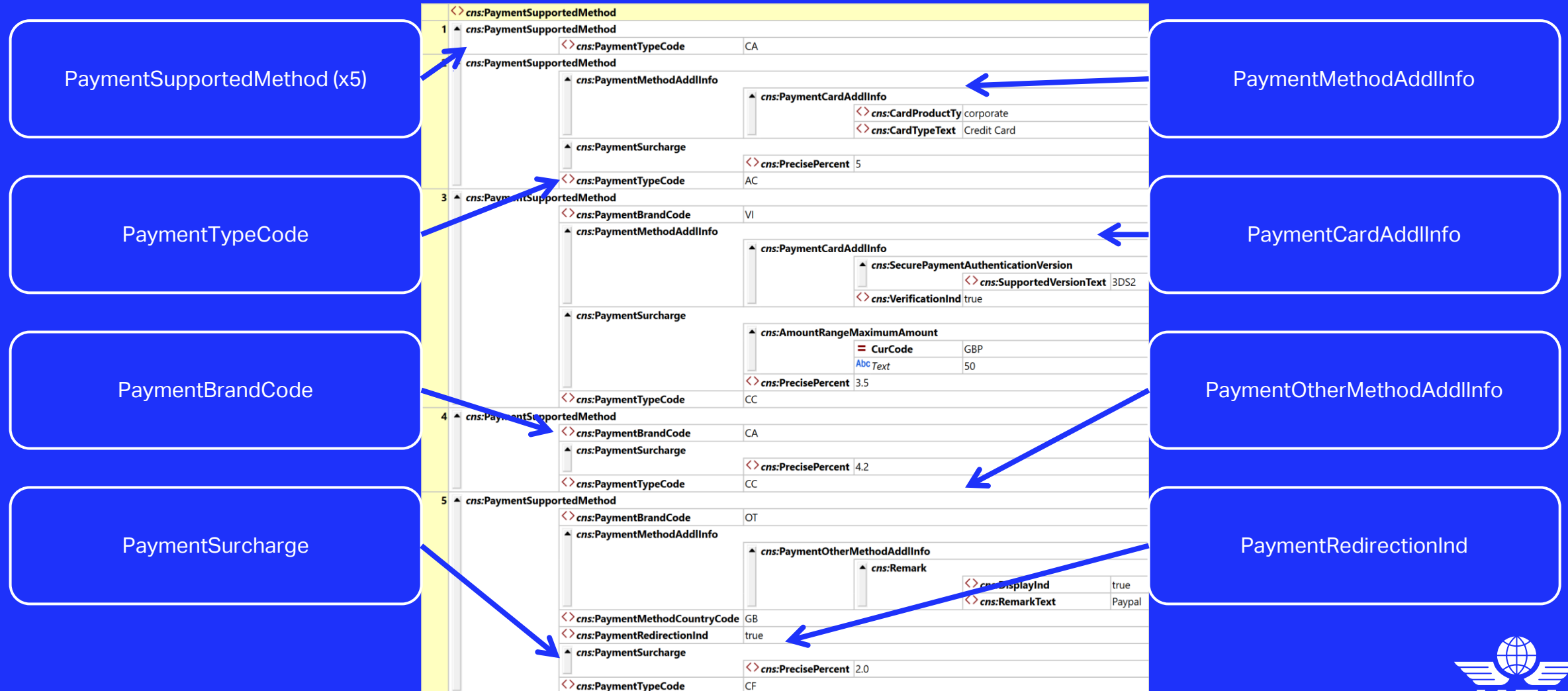
3

4

1



Payment Catalogue – Inform



Payment Catalogue – Inform

▲ n1:Request

▲ cns:DataLists			
▲ cns:PaxList			
▲ cns:Pax			
	<> cns:PaxID	Pax1	
	<> cns:PTC	ADT	
▲ cns:PaymentFunctions			
▲ cns:PaymentMethodCriteria			
	<> cns:PaymentBrandCode	VI	
	<> cns:PaymentTypeCode	CC	
▲ cns:PrefLevel			
	<> cns:PrefLevelCode	Preferred	
▲ cns:PricedOffer			
▲ cns:SelectedOfferList			
▲ cns:SelectedOffer (2)			
	<> cns:OfferRefID	<> cns:OwnerCode	<> cns:SelectedOfferItem
1	Offer1	XB	▲ cns:SelectedOfferItem
			<> cns:OfferItemRefID OfferItem1
			<> cns:PaxRefID Pax1
2	Offer2	XB	▲ cns:SelectedOfferItem
			<> cns:OfferItemRefID OfferItem2
			<> cns:PaxRefID Pax1
			▼ cns:SelectedALaCarteOfferItem
▼ cns:ResponseParameters			

Payment Catalogue – Inform

cns:PaymentFunctions (6)					
<> cns:OfferAssociation		<> cns:PaymentSupportedMethod			
1	▲ cns:OfferAssociation		▲ cns:PaymentSupportedMethod		
	<> cns:OfferRefID	Offer3	<> cns:PaymentBrandCode	VI	
	<> cns:OwnerCode	XB	▲ cns:PaymentMethodAddlInfo	▲ cns:PaymentCardAddlInfo	
				▲ cns:SecurePaymentAuthenticationVersion	<> cns:SupportedVersionText 3DS2
				<> cns:VerificationInd	true
			▲ cns:PaymentSurcharge	▲ cns:PreciseAmount	
				= CurCode	GBP
				Abc Text	50
			<> cns:PaymentTypeCode	CC	
3	▲ cns:PaymentSupportedMethod		<> cns:PaymentTypeCode	CA	
	▲ cns:PaymentSupportedMethod		▲ cns:PaymentMethodAddlInfo	▲ cns:PaymentCardAddlInfo	
				<> cns:CardProductTy	corporate
				<> cns:CardTy	
			▲ cns:PaymentSurcharge	<> cns:PrecisePercent 5	
			<> cns:PaymentTypeCode	AC	

OfferAssociation is used to identify a specific surcharge attached to an offer

The Associated **PaymentSupportedMethod** now contains a **PaymentSurcharge** with a **PreciseAmount**

The Payment Catalogue may still be returned un-associated. This may be useful in scenarios where other offers are returned

Payment Catalogue - Pay

Order Change

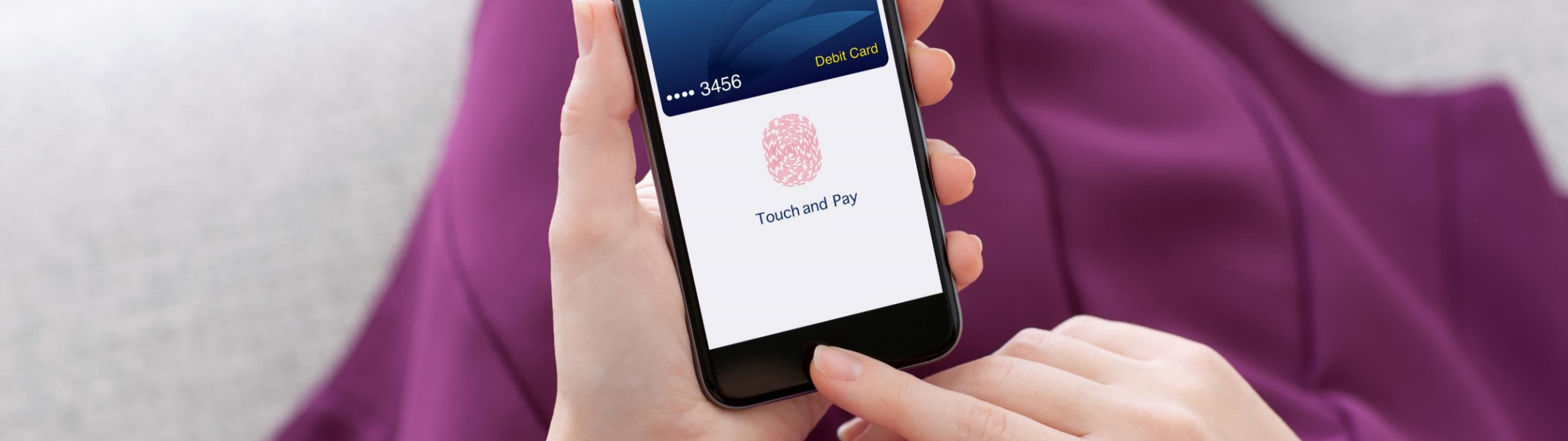
Payment Catalogue - Confirm

Order View (with success and the payment ID)

Alternative Forms of Payment Support

Old world was cash & cc (which is why we have had a focus)

- Explain codes (Brand & Type)
- Explain Redirection / Payment Statuses / Warnings & Errors
- Explain how we will add brand codes over time
- Explain that some may move to online



Future Payment Developments

Open Banking

Under analysis to determine the feasibility:

- What
- We
- Are
- doing

Pay in instalments

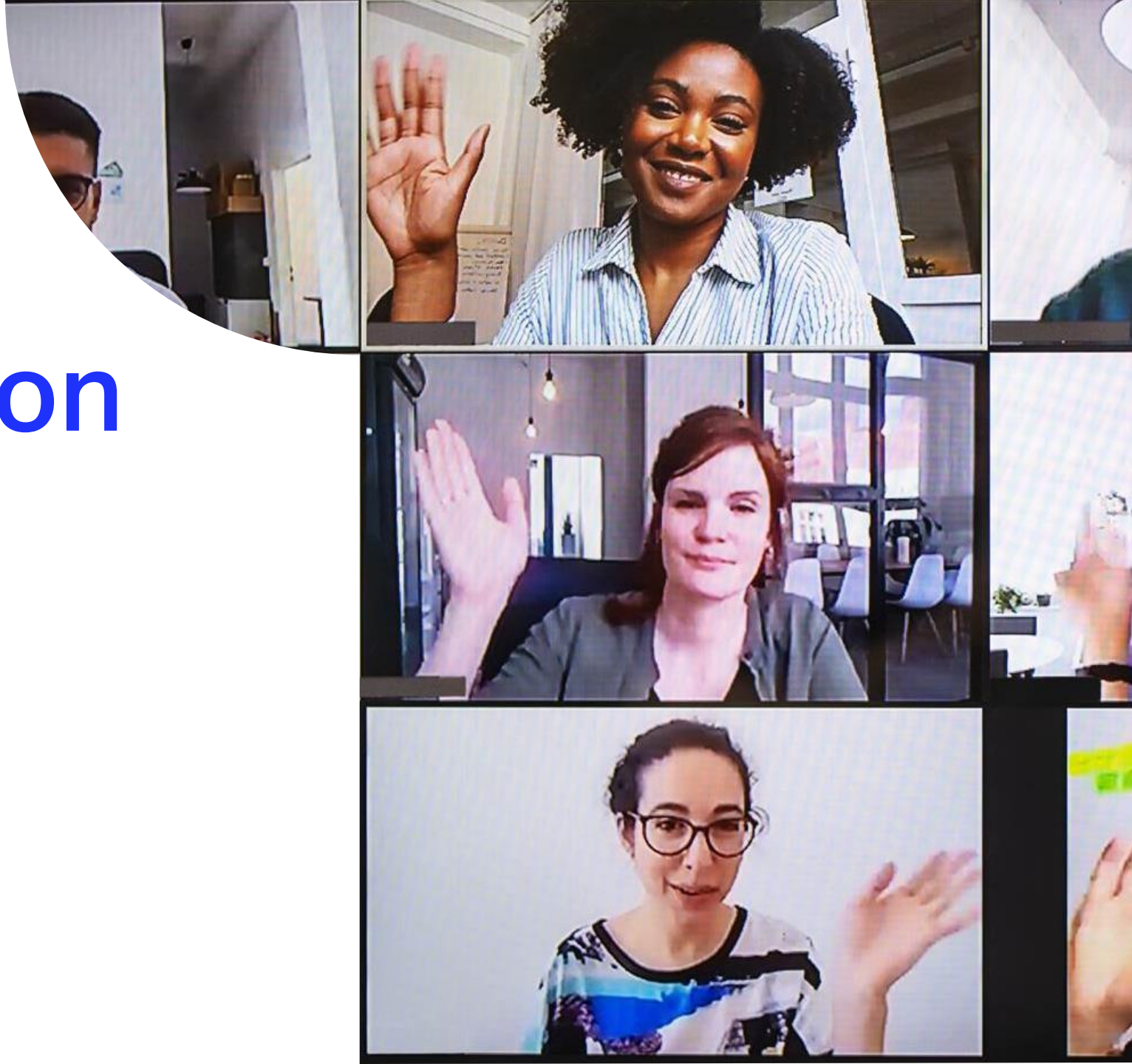
Under analysis as it represents a few different things:

- Pay using CC in instalments in markets where it exists already
- Support for other instalment forms of payment such as Klarna (insert other here)
- Support for any method in instalments (If needed)

Clean up "Payment Method"

Extension of common type work. There are common features that may not be necessary

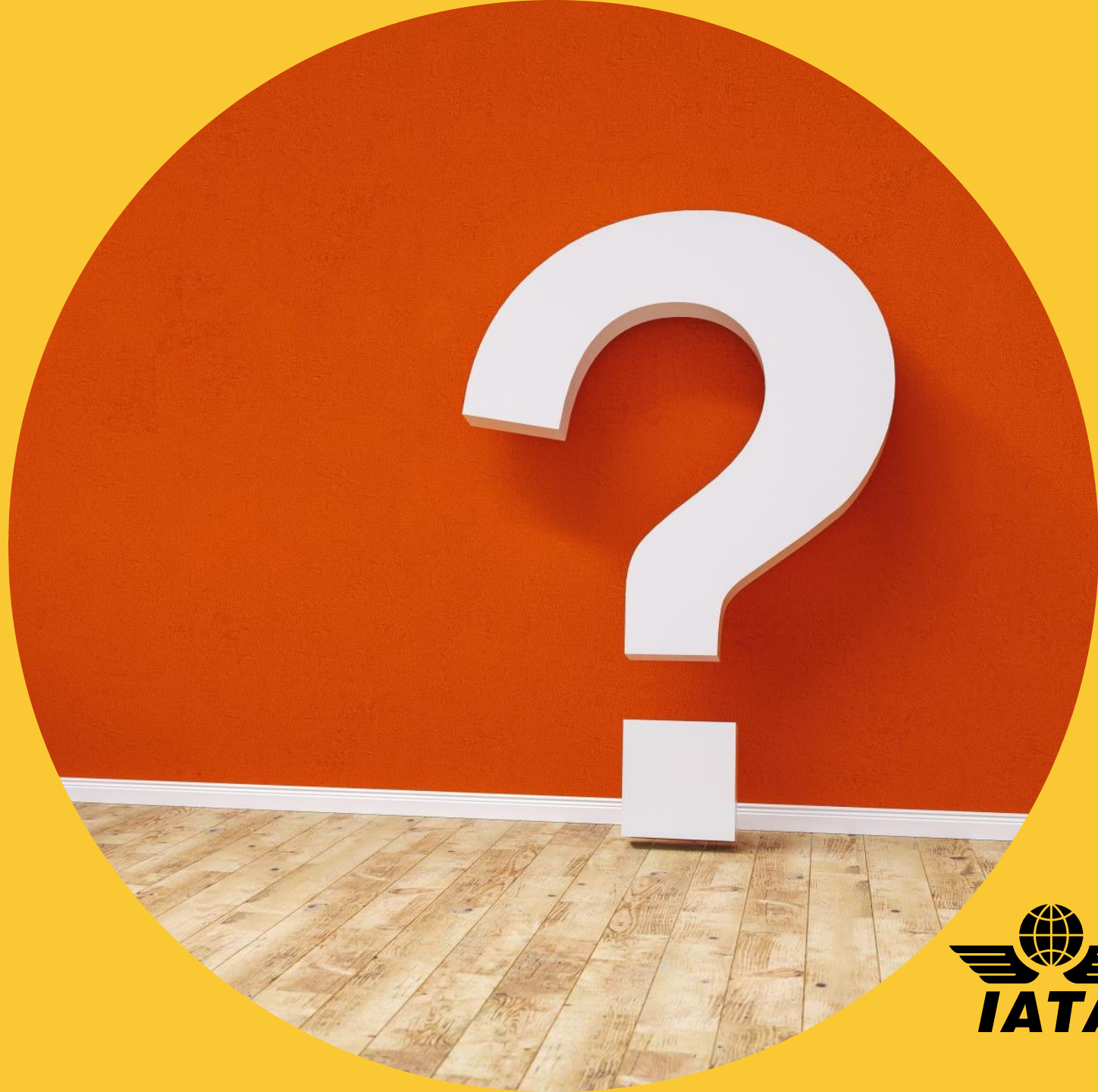
Question & Answer Session



OPEN Q&A

All Presenters

IATA SMEs



Thank You!

Shaunelle, Cécile, Vanni
and the IATA team

ndc@iata.org

armi@iata.org

standards@iata.org

swo@iata.org



Please scan to share your feedback

Next meeting:
December 1, 2022

