

Retailing Implementation Forum

Pre-meeting

September 23, 2022

9:30-11:30 CET



Screenshot this slide – quick links

[AIRTechzone.iata.org](https://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.

Propelling the Adoption of Retailing

1. Value Creation Conversations
2. Showcase Relevant content
3. Follow the standard, solve variances
4. Normalization - benefits or risks?
5. Get educated and find root causes
6. Transparent Capability Roadmaps
7. Resources



Implementation Forum Agenda



1. Welcome and Opening
2. Finnair, Travel Accounts implementation in NDC (A Case Study Presentation)
3. Presentation of what Corporate Buyers value (The top 3 products and services)
4. Addressing the 2 most common NDC implementation challenges
 - Servicing – IATA Panel
 - Implementation Variances – IATA, Amadeus
5. Open Implementation Q&A
 - Answers to your specific implementation questions
6. Wrapup and Takeaways

POLL

Have you started assessing the latest schema releases (v21.3 and beyond)?

1. I am not aware of this
2. No
3. Yes
4. I am in the middle of 21.3 deployment
5. I have completed my 21.3 deployment

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What do Corporate Buyers Value?

Cécile ROUSSEAU

Senior Manager Adoption, Distribution, IATA





The Corporate customer Top 3 product and services

Creating customer engagement and value
through Airline Retailing, the corporate
customer Top 3 products and services



1. Fair Insight – Fair Insight2

A truly comparative shopping experience that incorporates all relevant data, giving the traveler the best choice (convenience, loyalty, price and policy)

1. Fair Insight – Fair Insight2

Data driven

Ability for the corporate traveler to have **one single view** to determine the best choice

The value driver:

- **The interface and the display** as a link between customer value factors, company value and the shopping experience
- Includes **additional value metrics**, other than just price
Examples: On time performance, Quality scores...
- **Transparency** on all Interfaces (OBT, mobile, ...)
- To **shop and compare** based on ancillary offers included.
- To **add/remove services** associated with the existing booking



2. CIP-Track

Know me, Know what I need. A joint drive to deliver what the traveler and the corporation truly value

2. CIP-Track

Traveler recognition

Traveler recognition
resulting in Fastrack at
airport

The value driver:

- **The Airline, the TMC and the OBT** driving the recognition-based service

- Recognition may be through a company ID & FFP ID
- Fastrack is offered at the point of sale as part of a menu of ancillary services
- The traveler can choose according to their preference and the budget allocation.

Other services: Corporate Recognition resulting in Access to Priority Bag-Drop Off, Disruption Protection/Priority



3. SmOoths

Subscription-based program to deliver a premium service in case of disruption

3. SmOoths

Traveler recognition

Subscription-based approach
to enhance
disruption
service to **pre-empt** needs

The value driver:

Corporate/Airline value-based conversation (to agree on preferential treatment)

Robust policy engines that can help guide the traveler in the shopping experience

- Services offered that anticipate and accelerate support based on customer needs and getting priority for disruption management

Question & Answer



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Servicing – IATA Panel

Ionut Badea

Senior Manager
Shop – Order
Standards

Jakub Bielecki

Manager Standards
Development

Vanni Sanvincenti

Lead Architect
Distribution

Servicing Capabilities

ARM index
retailing.iata.org



Resources &
Documentation

All the information you need for the ARM
index

Order

- [ORDWPM] [Create Order Without Payment](#)
- [ORDCRE] [Order Creation With Instant Payment](#)
- [ORDCWT] [Order Creation Without Tickets/EMDs](#)
- [ORDMSK] [Ability to Indicate Masked Prices](#)
- [ORDRSH] [Seller-Initiated Change to an Order Requiring a Reshop](#)
 - [ORDRE2] [Reshopping for Ancillaries](#)
 - [ORDNAM] [Names Changes/Corrections Through Reshopping](#)
- [ORDPAX] [Seller-Initiated Change to an Order Not Requiring Reshop](#)
- [ORDCAN] [Cancel OrderItem](#)
 - [ORDCA2] [Cancel Full Order](#)
- [ORDRET] [Order Information Upon Request](#)
 - [ORDHIS] [Historical Information on Orders](#)
 - [ORDLST] [Order Information on Multiple Orders](#)
- [ORDOCN] [Notification of Airline Initiated Changes on an Order](#)
 - [ORDOC2] [Notification with Advanced Features](#)
- [ORDGRP] [Order Management for Groups](#)
- [ORDDEL] [Order Notification for Fulfillment of Services with no Tickets and E](#)
- [ORDSTS] [Order Status Change for Service Delivery](#)
 - [ORDST2] [Order Notification for Fulfillment of Services to the Seller](#)

Pay

Settle

Implementation Guidance

EASD Standards

guides.developer.iata.org

Contact standards@iata.org to be involved in the working groups or contribute to the guidance

The screenshot displays the IATA Developer Guides website. The top navigation bar includes the IATA logo and links for 'IATA Home', 'Home', 'Documentation', and 'Community Support'. Below this, a secondary navigation bar lists various ATSB standards: 'ATSB 22.1', 'ATSB 21.4', 'ATSB 21.3' (highlighted), 'ATSB 21.2', 'ATSB 21.1', 'ATSB 20.2', and 'ATSB 20.1'. A search bar is located on the right side of this bar.

The main content area is divided into two columns. The left column contains a 'Filter' section with a list of categories: 'IAIA Standards Releases', 'AIDM Change Management', 'Additional Resources', 'Enhanced and Simplified Distribution', 'Introduction', 'Concepts', 'Capabilities', 'Shop', 'Order' (highlighted), and 'Legacy'. The right column displays the 'Order' category page, which includes a folder icon, the title 'Order', and the text '6 Articles in this category'. Below this, it shows a list of articles, each with an IATA logo, a 'BL' (Blog) icon, the author 'Written by David Scannell, Airline Standards', and the update date 'Updated on : 26 Jul 2022'.

The first article listed is 'Create Order Without Payment'. Its definition states: 'Definition Seller This capability allows the Seller to request that an Airline to respond to a request form the Seller to create an Order...'. The second article is 'Create Order With Instant Payment', with a definition: 'Definition Airline Capability allows an Airline to collect payment immediately upon ordering. Seller Allows the seller to request the creation and pay for a...'. The third article is 'Seller Initiated Change to an Order', with a definition: 'Definition Seller The Seller has the ability to request a change to an Order. Airline has the ability to change an Order. Variant 1 Change to an Order Offer Preconditions Quoted Offer, Cancel Offer or Reprice Offer e...'.

POLL

Would it be helpful to have best practices on how offer and order artifacts in retailing standards are integrated into the current standards (e.g. Ticketing, Res)?

1. It would help greatly
2. It wouldn't make a difference
3. I am not sure

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Implementation Variances

Vanni SANVINCENTI

Lead Architect, Distribution, IATA



Variances Analysis

- The Why

- Shift lens on API consumers
- Understand effort behind data and process normalization
- Determine discrepancies between capabilities supported on airline side vs seller side



Variances Analysis

- The What

- Collected total of 9 categories of variances
- Wide range of complexity and severity in both data and processes
- Feedback captured reflects 17.2, 18.1, 18.2 - much still applicable to 21.3

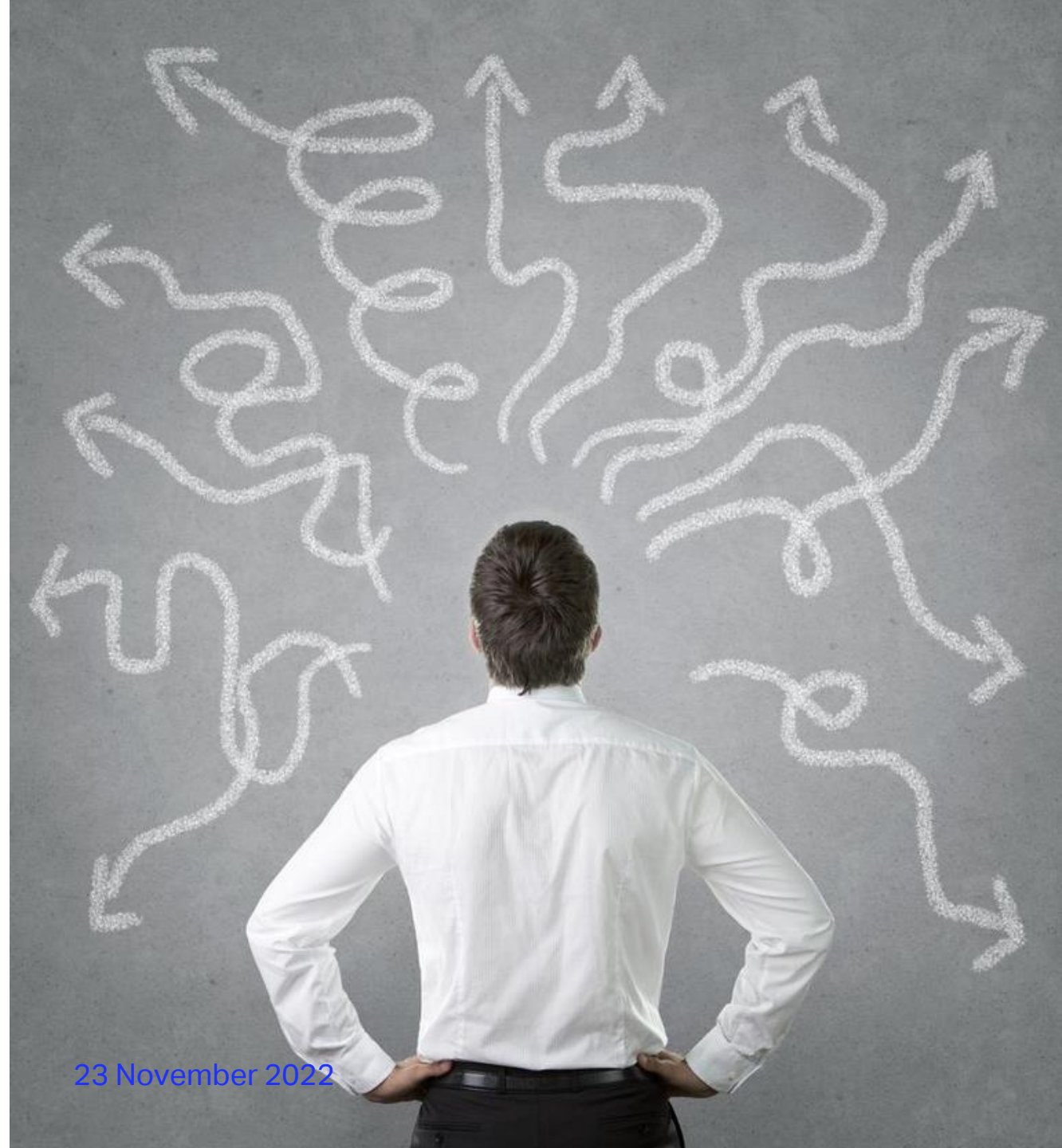


Categories of Variances

- **Shopping**
 - Flight per O&D vs return flights
 - Fares
 - Rules
 - Msg flows
 - Price Classes
 - Commission
 - Reference Data
- **Servicing**
 - Residual Values
 - OCN (Invol.)
 - Exchanges
 - Workflow
 - Changes on unpaid Orders
 - Order split
- **Payment**
 - 3DSecure
 - Card Fees
 - Reporting on taxes
 - Instant vs deferred payments
 - Corp cards
- **Technical**
 - Codesets
 - Timezones
 - Error handling

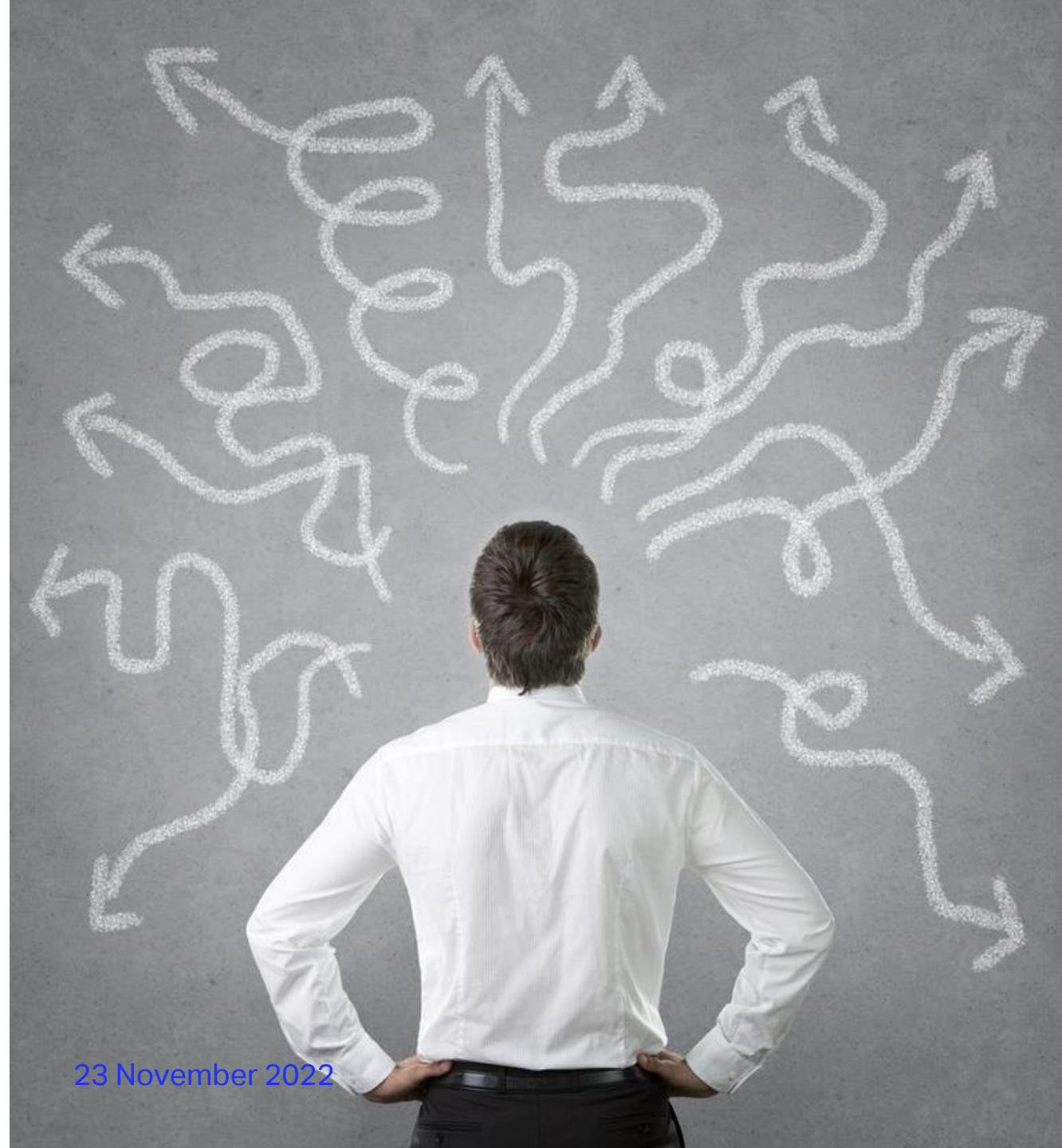
Some Examples of Variations (Shopping)

- Some fare rules associated with the fare, others stored in the price class list, others missing altogether
- The use of ServiceList (e.g. using SSR's for free services)
- Location of cabin class details in messages
- Duplication between OfferItem/FareDetails and DataLists/FareList
- Ways a seller requests corporate fares



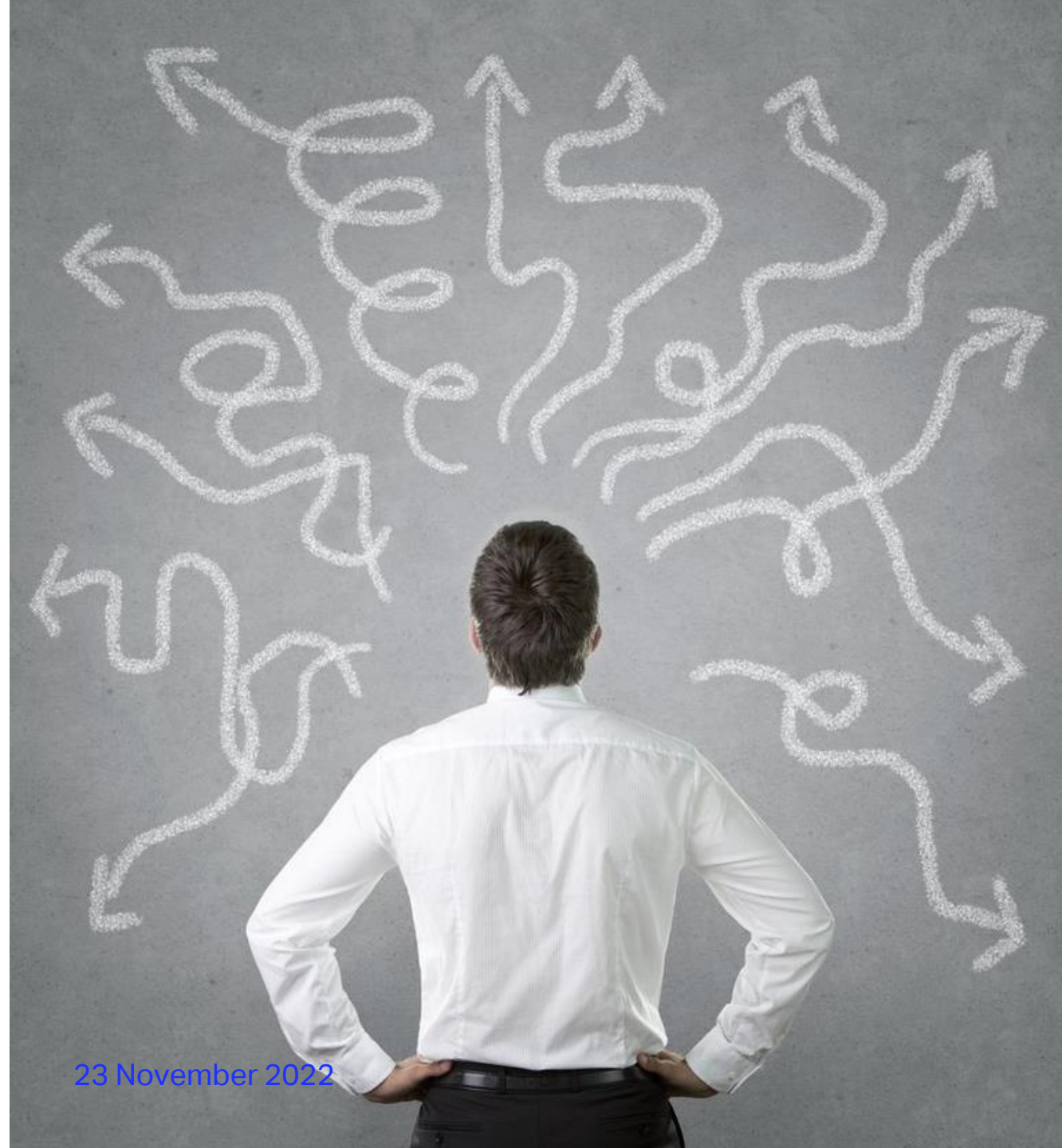
Some Examples of Variations (Servicing)

- Implementations of credit and residual values at pricing time for servicing flows
- Some use AirShoppingRQ for reshopping instead of OrderReshopRQ... or two OrderReshopRQ/RS in a row
- Flights limited to 3 changes
- Cannot exchange partially flown
- Cannot cancel after exchange



Some Examples of Variations (Technical)

- Reference Codes
 - Ticket CouponStatus Codes differs across airlines
 - Not adhering to fare codes
 - Not adhering to cabin codes
- Some provide PaymentTimeLimit timestamps in zulu, some don't provide timezone at all
- Some airlines allow the re-use of OfferIDs (with generic context ADT + O&D) and some don't





Main Reasons Behind Variations

- Flexibility in standards
- Availability of documentation
- Legacy processes
- Retrofitting + workarounds (adopting features from newer schemas)
- ...?

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POLL

What do you think are the main reasons behind variations in implementations?

1. Flexibility in standards
2. Availability of documentation
3. Legacy processes
4. Retrofitting + workarounds
(adopting features from newer schemas)
5. Other – type in the chat

Normalizing Variances - a Fare Rule Example

Jean-Chafic Hays

Associate Director Expert, R&D, NDC distribution &
Reservation, Amadeus



Examples of different handling of FareRules: airline 1 in 17.2

<FareRules>

<Penalty CancelFeeInd="true" ChangeFeeInd="true" RefundableInd="true">

<Details>

<Detail refs="PcncPF7A3190D-1602-46B8-A49BY">

<Type>Cancel</Type>

</Detail>

<Detail refs="PchgPF7A3190D-1602-46B8-A49BY">

<Type>Change</Type>

</Detail>

<Detail>

<Type>Cancel</Type>

<Application>2</Application>

<Amounts>

<Amount>

<CurrencyAmountValue Code="SGD">20000</CurrencyAmountValue>

<AmountApplication>MIN</AmountApplication>

<ApplicableFeeRemarks>

<Remark>Restrictions apply.</Remark>

</ApplicableFeeRemarks>

</Amount>

<Amount>

<CurrencyAmountValue Code="SGD">20000</CurrencyAmountValue>

<AmountApplication>MAX</AmountApplication>

</Amount>

</Amounts>

....

<OtherMetadata>

<RuleMetadata>

<RuleMetadata MetadataKey="PcncPF7A3190D-1602-46B8-A49BY">

<RuleID>Cancel</RuleID>

<Values>

<Value>

<Instruction>Allowed</Instruction>

</Value>

</Values>

</RuleMetadata>

1. Type of rules under
Details/Detail3. Details on the exact rule application
(before departure, after departure...)
and the associated penalty2. Information about the
rule application

Examples of different handling of FareRules: airline 2 in 18.2

```

<ns2:FareRule>
  <ns2:Penalty>
    <ns2:AppCode>NOS</ns2:AppCode>
    <ns2:DescText>NAV</ns2:DescText>
    <ns2:TypeCode>NoShow</ns2:TypeCode>
  </ns2:Penalty>
  <ns2:Penalty>
    <ns2:AppCode>PDE</ns2:AppCode>
    <ns2:DescText>NAV</ns2:DescText>
    <ns2:TypeCode>Cancellation</ns2:TypeCode>
  </ns2:Penalty>
  <ns2:Penalty>
    <ns2:AppCode>ADE</ns2:AppCode>
    <ns2:DescText>NAV</ns2:DescText>
    <ns2:TypeCode>Cancellation</ns2:TypeCode>
  </ns2:Penalty>
  <ns2:Penalty>
    <ns2:AppCode>PDE</ns2:AppCode>
    <ns2:ChangeFeeInd>true</ns2:ChangeFeeInd>
    <ns2:PenaltyAmount CurCode="EUR">50.00</ns2:PenaltyAmount>
    <ns2:TypeCode>Change</ns2:TypeCode>
  </ns2:Penalty>
  <ns2:Penalty>
    <ns2:AppCode>ADE</ns2:AppCode>
    <ns2:ChangeFeeInd>true</ns2:ChangeFeeInd>
    <ns2:PenaltyAmount CurCode="EUR">50.00</ns2:PenaltyAmount>
    <ns2:TypeCode>Change</ns2:TypeCode>
  </ns2:Penalty>
</ns2:FareRule>

```

2. Details on the exact rule application (before departure, after departure...) and the associated penalty

- Details are coded and differs from the airline 1 granularity: complexity to interpret and map
- Exact penalty vs window

1. Type of rules under Penalty

- Different path compared with airline 1

Examples of different handling of FareRules: airline 3 in 17.2

```
<FareRules>
  <Penalty refs="Rule1 Rule2 Rule3 Rule4 Rule5 Rule6"/>
</FareRules>
```

```
....
<PenaltyList>
  <Penalty ObjectKey="Rule1" refs="FS1 PAX1">
    <Details>
      <Detail refs="RuleMetadata1">
        <Type>Change</Type>
        <Application>3</Application>
      </Detail>
    </Details>
  </Penalty>
  <Penalty ChangeFeeInd="true" ObjectKey="Rule2" refs="FS1 PAX1">
    <Details>
      <Detail refs="RuleMetadata2">
        <Type>Change</Type>
        <Application>2</Application>
        <Amounts>
          <Amount>
            <CurrencyAmountValue Code="GBP">50.00</CurrencyAmountValue>
            <AmountApplication>MinimumPenaltyAmount</AmountApplication>
          </Amount>
          <Amount>
            <CurrencyAmountValue Code="GBP">50.00</CurrencyAmountValue>
            <AmountApplication>MaximumPenaltyAmount</AmountApplication>
          </Amount>
        </Amounts>
      </Detail>
    </Details>
```

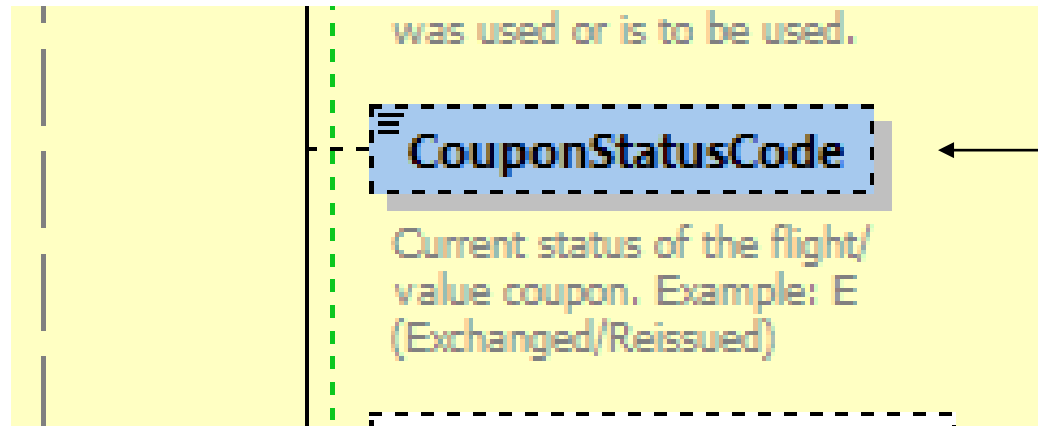
- Different path compared with airline 1 & 2 as under datalist

1. Type of rules under Details/Detail

2. Details on the exact rule application (before departure, after departure...) and the associated penalty

- Different naming convention for min and max penalty compared with airline 1

Coupon status is important as this is reported to seller's mid back office and is important for BSP reconciliation



No indication in xsd schema of which code to use in 21.3

- Quick win: clarify this in the annotation

Examples of CouponStatus in 17.2 for airline

```

<TicketDocument>
  <TicketDocNbr>08157417806576</TicketDocNbr>
  <Type>702</Type>
  <NumberofBooklets>1</NumberofBooklets>
  <DateOfIssue>2022-11-22</DateOfIssue>
  <TimeOfIssue>17:17</TimeOfIssue>
  <TicketingLocation>NCE</TicketingLocation>
  <CouponInfo>
    <CouponNumber>1</CouponNumber>
    <CouponReference>S2</CouponReference>
    <FareBasisCode>
      <Code>SHSOSG</Code>
    </FareBasisCode>
    <CouponMedia>Electronic</CouponMedia>
    <CouponValid>
      <EffectiveDatePeriod>
        <Effective>2023-01-12</Effective>
        <Expiration>2023-01-12</Expiration>
      </EffectiveDatePeriod>
    </CouponValid>
    <Status>I</Status>
  </CouponInfo>
</TicketDocument>

```

CouponStatus: codeset provided in 17.2

Codeset 4405 very long with different values leading to interpretation

Status

Current status of the flight/
value coupon. Example: E
(Exchanged/reissued)

Encoding Scheme: IATA
Padis Codeset - List for data
element 4405 (Status,
coded)

4405 Status, coded (continued)

E	Exchanged/reissued
F	Critical free text
G	Non air segment
I	Original Issue (Open for Use)
IF	Information only
INU	In use
IO	Irregular operations
K	Confirmed, effective, working, firm, etc
LIM	Limitations on use
NAV	Not available
NC	Not checked in
NS	Infant, no seat
OF	Offloaded
OK	Confirmed
OLD	Replaced item
OPE	Open

- Quick win: clarify codeset usage



Main Reasons Behind Variations

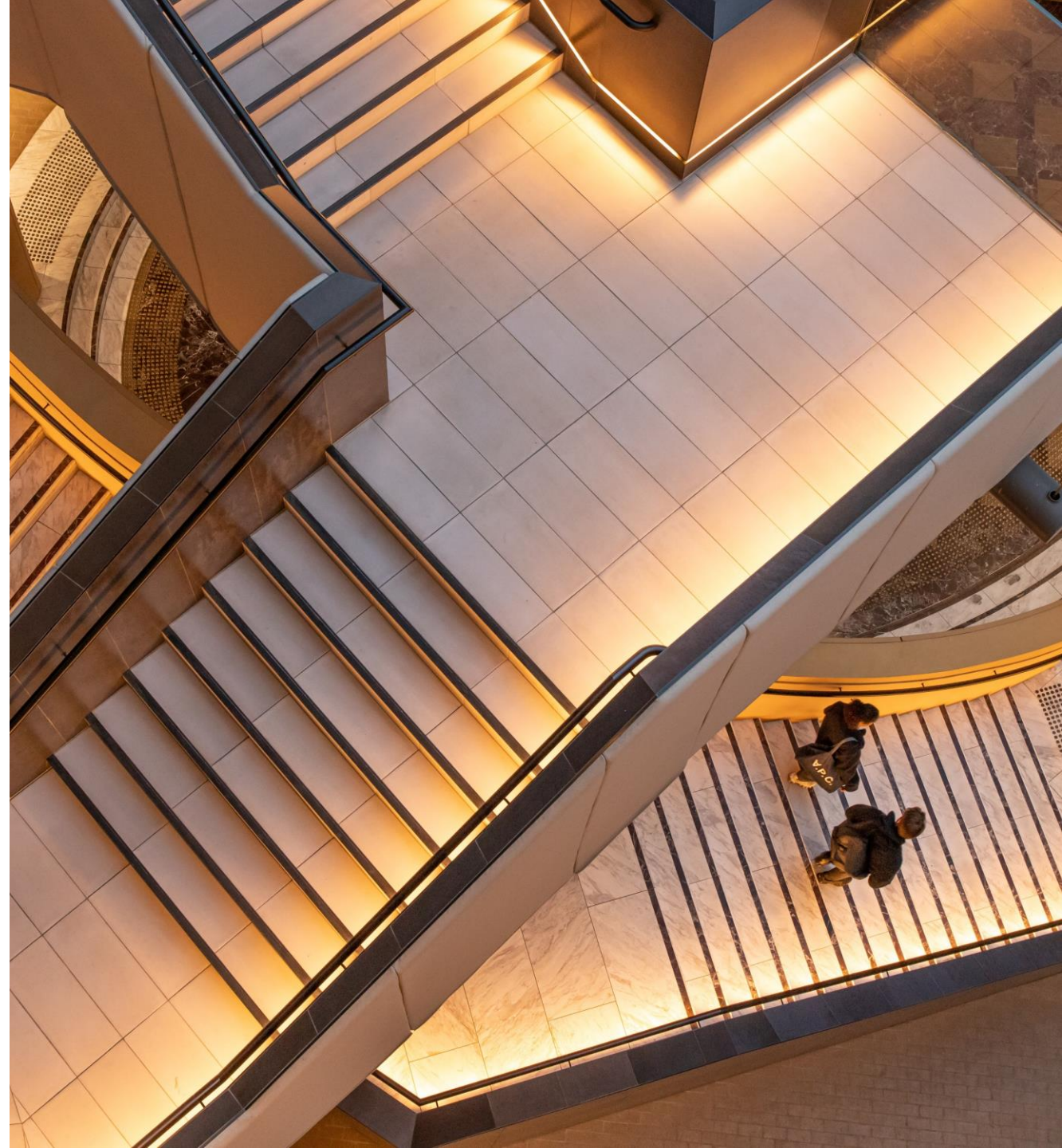
Your views?
(poll results)

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Next Steps to Tackling Variances

- Implementers asked to provide "Top 10" for industry to focus on:
 - **Most impactful** (with functionality and cost implications)
 - **Quick wins** (easiest to resolve in the short term)
 - **Resolved through documentation** (items that could be addresses through implementation guidance)



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Next steps: Deep dive in F2F (November 30)

Face to Face Forum Agenda

[IATA and industry stakeholders present, followed by breakout workshops]

Day 1: November 29, 2022, 9:00am – 5:30pm CET

~ 9:00 – 12:00 ~

1. A playback of the top implementation variances from 7 implementers (aggregators, OBTs and sellers) and how to solve them
 - IATA and implementers present
 - Interactive table breakouts
2. Normalization examples being implemented by airline partners,
 - The impact of normalization on achieving value – participants share their observations
 - Perspectives on how a schema convergence release could help achieve consistent implementations
3. How to achieve industry consistency – your takeaways
4. The pathway towards consistent implementations of the standard in a retailing context

~ End of Day 1, 5:30pm ~

Day 2: November 30, 2022, 9:00am – 5:00pm CET

~ 9:00 – 12:00 ~

1. Industry presentations on Servicing
2. The best-case scenario of servicing in NDC with legacy progresses – value chain discussion
3. Addressing Servicing – where are the quick wins and how to solve them
4. ARM index highlights
5. Discussion on best practices to get the most from your NDC implementation?
6. Pulling it together
 - The roadmap to addressing industry-wide servicing and implementation consistency
 - Implementing what Corporate Buyers value (The top 3 products and services)
7. Open Q&A covering specific implementation questions
 - Responding to the overflow of Implementation Forum virtual pre-meeting
 - A time to bring your implementation questions to discuss with IATA and your peers
8. AOB and Meeting Close

~ Lunch 12:00 – 1:15pm ~

Registration closes Friday 25 November close of business

Some takeaways

- Demonstration of a Centralized payment solution tailor-made for corporations to purchase travel from TMCs through NDC
- Implement what corporates value –3 products and services
- There are no gaps that prevent streamlined and automated servicing
- Legacy constraints block some servicing capabilities
- Follow the implementation guide to help address implementation variances
- When you migrate to later schema versions you can take advantage of the latest features that keep the focus on the customer

OPEN Q&A

All Presenters
IATA SMEs

**What are
your next
steps?**



Please scan to share your feedback



Thank You!

Shaunelle, Cécile, Vanni
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