

IATA Proposal to Agent Identification Challenges

Implementors Forum 13 November 18





- ↓ Airlines become digital and need industry framework to do business in an efficient, transparent and secure way
- ↓ Implementation of new capabilities needs a robust, trustworthy ID management solution
- ↓ Needs to be scalable to accommodate existing and future players
- ↓ Need for higher visibility and tracking of selling source



- ↓ New models and innovations are emerging, including but not limited to NDC.
- ↓ New identifiers will contribute to the design of these models (AMEX=> KDS = Selling Platform Owner-> Selling platform)
- ↓ Some industry codes are limited in terms of current scalability
- ↓ Industry is moving toward intermodality (point to point)

Business Problem – Agents and Tools

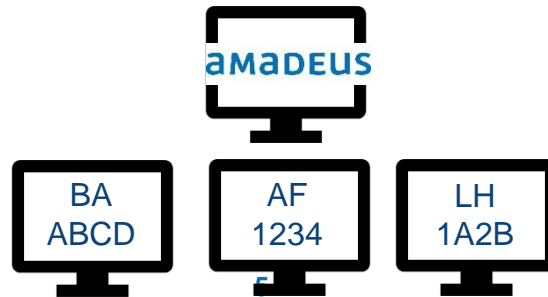


- ↓ Current situation: agency reporting is based on IATA number of issuing agent
 - Increasing digitalization of processes has led to new entrants of different booking sources which are not based on IATA numbers and can therefore not be reported accordingly (e.g. lacking reporting for Corporate Online Booking Tools, OTAs, MSE's, non-IATA Agents, Cache)
 - Prevents allocation of revenue/coupons of agent to precise seller/buyer

Business Problem – Corporates



- ↓ Due to lacking industry standard, each Airline is forced to apply their individual tracking method for corporate reporting (e.g. OSI, Tourcode, Client Identifier)
- ↓ Corporate can not be recognized by airlines if booking is done via new-entrants (Non-IATA, MSE, OTAs)
- ↓ Implementation of dedicated PCCs per corporate/Non-IATA and/or OBT is cost and resource consuming and not state of the art, managed by the GDSs.
- ↓ Facilitation of Joint-Contracting (e.g. one corporate identifier per contract iso per airline)



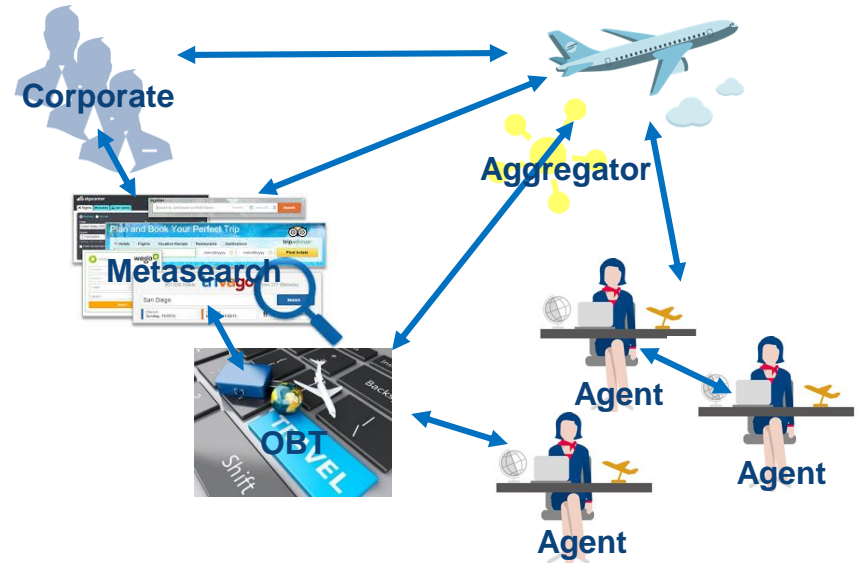
IATA's Role



Current situation:

- IATA provides codes for accredited agents
- Go Global, Go Standard, Go Lite
- IATA also provides TIDs (Travel Industry Designators) to non-accredited agents) perhaps replaced by Go-Lite
- Airline Designators (BA, AA, KL ...)
- Airline Accounting Codes (125, 001, 074)
- Location Identifiers (Cities, airports, metropolitan areas, surface transportation locations).

Future Situation



**Multiple Business Partners requires
Proper Identity Management**

Current Coding Landscape



- Today's regimes of assigning codes are great, yet they need to evolve to support current distribution trends.
 - Scope only covers a subset of entities relevant to IATA (say IATA agents rather than all agents).
 - Codes are available as files that need to be manually or semi-manually imported to system.

Possible Solutions to support
Agent Authorization Processes

IATA'S PROPOSAL

Transform Travel Industry Designator (TIDS) to make it a Standard Travel Intermediary Identification Program

Current TIDS program: *Travel Industry Designator (TIDS) is a unique code that allows your bookings to be recognized by industry suppliers from major hotel & resort chains, cruise lines, car rental companies, theme parks, railway companies, etc.*

TIDS Program

- **authorization processes – to confirm who the agent says he is**
- **supports the quick win – one code per enterprise**

IATA'S PROPOSAL

- **Transform TIDS to make it a Standard Travel Intermediary Identification Program**
 - ⇒ The gateway to Industry participation (and not limited to IATA accredited agent participation)
 - ⇒ Grant a Code to all Industry Stakeholders
 - ⇒ Code assignment no longer based on segregation IATA accredited Vs. Non-IATA accredited as it is no longer representative of the new “state of our industry”
 - ⇒ Accessible to Non-Agent players (such as reservation intermediaries and service providers in the NDC world)
- **Make sure that the Booking Agent is reported with each Sale (in addition to the Issuing Agent)**
 - ⇒ Review Data Interchange Standards to make sure the Booking Agent is captured and transmitted with each sale

WIN WIN WIN

- **Increase visibility and transparency on the entire sequence of events leading to a sale**
 - Better cost management for airlines
 - Better risk management opportunities
 - Better intelligence and sales analytics
- **IATA plays its role as the Industry Body for Standard identification of sales intermediaries**
 - Evolving to go beyond the limited BSP playing field
 - Favors inclusion of New Model Carriers (who typically distribute outside the BSP)

Stage Two and Three

Under Review

- In Stage 2: a global scheme will be introduced for a further level of granularity for parties in the distribution chain.
- Stage 3 will involve identification and implementation of a technology solution to facilitate modern identity management practices based on digital cryptography.

High Level Business Requirements - Identification

Under Review

- IATA accredited agents and branches
- Non accredited agents
- Consolidators
- Link of agent to the consolidator
- Customer facing entity
- Airline facing entity
- Intermediaries between airline and traveler
- Parties in the distribution chain where commercial agreements exist
- Corporates
- TMCs, OBT, OTAs, aggregator, geolocation.

High Level Business Requirements –Authentication

Under Review

- Allow the airline to authenticate the seller
- Allow the airline to authenticate the parties in the distribution chain
- Allow the Airline to authenticate the last participant in a transaction

High Level Business Requirements –Confidentiality

Ensure that commercially sensitive information is only visible to those entities authorized to see it.

High Level Business Requirements –Consistency of Identifiers

Under Review

- Identifier of parties is consistent across the industry (same code for same party used by all),
- Ensure the identifier of entities within parties (departments or functions) is consistent across industry,
- Ensure the identifiers of corporates is consistent across the industry,
- Ensure the identifiers of entities within corporates, (Geos/functions/departments) is consistent across industry.

High Level Business Requirements – Enabling Business Functions

Under Review

- Allow airlines to onboarding parties and configure their authorization level,
- Ensure the offer is returned only to parties requesting it,
- Ensure the offer reflects the contractual agreements associated with parties involved in the distribution chain.

Next Steps

- Additional input welcome from this group,
- Shop-Order Board to validate the business requirements,
- ATSB meeting this week to provide architectural guidance,
- IATA to continue internal assessment,
- Proceed with detail planning.