2018 Implementation Forum – 3

IATA Office Geneva

13 – 15 November, 2018
NDC Implementation Forum – a checklist

- Have you read the competition law guidelines?
- Are you registered in the discussion forums on AIRTechZone?
- Dinner – RSVP closed, but 9 extra places
- 77% completion of prep documents – have you sent yours?
- Respond to posts on AIRTechZone - post questions and share responses and experiences directly on AIRTechZone
“Provide an opportunity to raise questions around implementation, encourage conversations among peers when implementing NDC, and review the different technical solutions and workflows.”
Who’s in the room?
Where did you come from
Why are people doing NDC? (53 implementers)

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2018

NDC Drivers

- Future proof the business
- Lead the Industry
- Value of industry standard
- Eliminate or reduce ongoing
- Partner Request
- Others

Who answered?
incl 14 Leaderboard Airlines

- Airline 34%
- IT Provider 26%
- Aggregator 24%
- Agent/Seller 16%
- Others
Competition Law Compliance

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.
Our agenda
Implementer Presentations

- Lufthansa Group, Travel Planet, JRT, Datalex, British Airways, SAS, TravelNDC, SAP, Maureva, PKFare

Day 1 - 13th November 2018

1. Setting the Scene
2. Agent and TMC Focus

Day 2 - 14th November 2018

3. Presentation and outcomes from a ONE Order pilot - JRT
4. 18.2 and 19.1 schema updates
5. Zoom into Involuntary Changes
6. Implementation Presentations
7. NDC Certification changes

Day 3 - 15th November 2018

8. Presentation and outcomes from a ONE Order pilot - SAP
9. ONE Order Certification Program Overview
10. Payment Implementations in NDC
11. NDC in China and Asia Pacific
12. Other implementation topics
13. Bringing it all together - meeting wrap-up

https://airtechzone.iata.org/community/events/#gva18
What are people implementing?

Combined May, August, November Imp Forum
Use cases implemented (At least 10 implementers)

UC End-to-End NDC Use case - Initial Shopping Order Creation, Payment, and issuance
UC5 Basic Order Creation - flights plus ancillaries
UC10 Full Order Cancellation
UC11 Shopping for and Ordering an Ancillary after an Order has been created
UC4 Requesting an Offer for seats
UC1 Time Limit Personalized Shopping
UC3 Updating an Offer with ancillary items
UC7 Payment Ticketing using a PCI DSS Provider
UC2 Attribute Shopping featuring a la carte Ancillary
UC8 Payment Ticketing with Payment Time Limit applied
UC6 Creating an Order from two Offers
What are implementers doing? (53 implementers)

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2018

Top use cases implemented (at least 10 implementers)

- UC5 Basic Order Creation -flights plus ancillaries
- UC6 Creating an Order from two Offers
- UC2 Attribute Shopping featuring a la carte Ancillary
- UC8 Payment Ticketing with Payment Time Limit applied
- UC7 Payment Ticketing using a PCI DSS Provider
- UC11 Shopping for and Ordering an Ancillary after an Order has been created
- UC4 Requesting an Offer for seats
- UC3 Updating an Offer with ancillary items
- UC1 Time Limit Personalized Shopping
- UC10 Full Order Cancellation
- UC13a Changing flights in a paid Order with additional collation and change fee
- UC12 End-to-End NDC Use case -Initial Shopping Order Creation Payment and issuance
- UC9 End-to-End NDC Use case -Initial Shopping Order Creation Payment and issuance

IATA
What are implementers doing? (53 implementers)

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2018

Scope of Deployments (Flights/Ancillaries)
- Flights only: 23%
- Ancillaries only: 7%
- Flights and Ancillaries: 70%

Ancillaries Implemented
- Seats
- Baggage
- Meals
- Lounge Access
- Duty Free
- Travel Insurance
- Wi-Fi
- Change Fee
- Special Services
- Car Services

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2018
What are implementers doing? (53 implementers)

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2018

Making personalized offers
- Yes: 44%
- No: 56%

Use of Rich Media
- Yes: 52%
- No: 48%

Airline Profile is included
- Yes: 33%
- No: 67%
A few Program Updates
Airlines and IT companies are fully engaged

65 Airlines

62 Tech Companies
The NDC journey
Business Travel engagement
Corporate Buyer primary challenges today

- **Content**: Improved, rich content, to match brand.com
- **Cost**: Greater visibility of fare types & ancillary costs
- **Control**: Encourage the traveller back into the chosen channels
- **Customer Experience**
  - Improve overall experience
  - Segment traveller types & personalize their trip
A more strategic relationship between buyers and airlines

- Enhanced traveler experience
- Reduced travel management costs and/or increased airline revenues by offering greater value
- More data to drive better decision making
12th September 2018

An Open Letter from The IATA Travel Manager Advisory Group

Dear Business Travel Value Chain,

If we can all work together in the next twelve to eighteen months to provide clarity and answers to how the standard can help bring about the solutions to today’s challenges we will have achieved something great.

On behalf of the participants of the IATA Travel Manager Advisory Groups (NORAM & Europe)

Ann Dery  
TMAG NORAM Chair

Jens Litorp  
TMAG Chair – Europe

Global Category Director  
Travel & Meetings  
S&P Global

Category Manager  
Travel & Meetings  
LEO Pharma

* Travel Manager Advisory Group (TMAG) participant companies include Amazon, Allianz, AstraZeneca, Bechtel, Govt of Canada, LEO Pharma, Microsoft, Nestle, S&P Global, Ingersoll Rand, UBS, Veritas and many more.
Strengthening business community relationships

GTEC
- Ensure ongoing 2-way dialogue with the TMCs
- Topics:
  - IATA vision
  - Airline Retailing/ NDC@Scale: Roadmap to Critical Mass
  - Airline Retailing/ONE Order.

“TIME TO FLY”
- TMAG Propathon paper
- A vision on the future role of TMCs
- White paper launched at GBTA
- Very positive feedback

AIRS
- CEO Amex and CEO Sabre
- CEO CTM, VP Egencia, EVP T&T
- SVP Comml AA, SQ and LH Group tbc
# The journey to 2020 – IATA NDC Leaderboard

## NDC Leaderboard Airlines

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<th>Air France</th>
<th>American Airlines</th>
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NDC Tools & Comms Channels

**NDC Certification Registry**
- Up-to-date list of all companies that are considered NDC Certified/Capable

**Dedicated NDC Microsites**
- For Airlines, Business Travel and Developers

**Change Readiness Guide for Airlines**
- A support tool for airlines planning their NDC enablement from defining the vision and strategy to initiating the program

**Info tab on iata.org**
- To access white papers, dedicated microsites, case studies and guidelines around the NDC standard
For more information subscribe to the NDC Hub
www.iata.org/publications
end
IATA ONE Order

Program Overview

November 2018
ONE Order - how does it fit with NDC?

- **Enhanced Distribution:**
  - Merchandized Offers
  - Personalization / Dynamic Pricing
  - Offers/Orders integrity

- **Simplified downstream processes**
  - Unique Customer Order Reference/Receipt
  - Focus on delivery and accounting
  - Facilitate interlining with ticketless carriers
ONE Order - Program roadmap

Supported by the IATA Board of Governors

- Phase 1: Standard development (messaging)
- Phase 2: Industry capability & adoption

2015
Industry case for change

2016
Phase 1: Industry Standard
IATA Resolution 797
Data exchange standard messages
Release 18.2

2017
Phase 2: Industry Capability
Pilots
Certification
Implementation

2018

2019

2020 and beyond
ONE Order - 2018 key milestones

- **Encourage more pilots in 2018**
  - To join the pilot program and help the industry move forward

- **Deliver official ONE Order standard release 18.2**
  - Leverage 18.1 schema & current “Beta” ONE Order messages
  - Fully aligned with NDC and Industry data model

- **Industry engagement**
  - Awareness campaign, education workshops, conference presentation
  - Analyze Peripheral impacts

- **Set-up ONE Order Certification to monitor industry capability as of 2019 and beyond**
ONE Order - Pilots participants

H2- 2017
- Amadeus
- British Airways
- Interes
- Niit

H1- 2018
- SAP
- IAG International Airlines Group
- ISO
- Condor
- Sabre
- APG Airlines

H2- 2018
- JR Technologies
- InselAir
- United
- Navitaire

Other Airlines and System providers
Pilots under development
Thank you!