

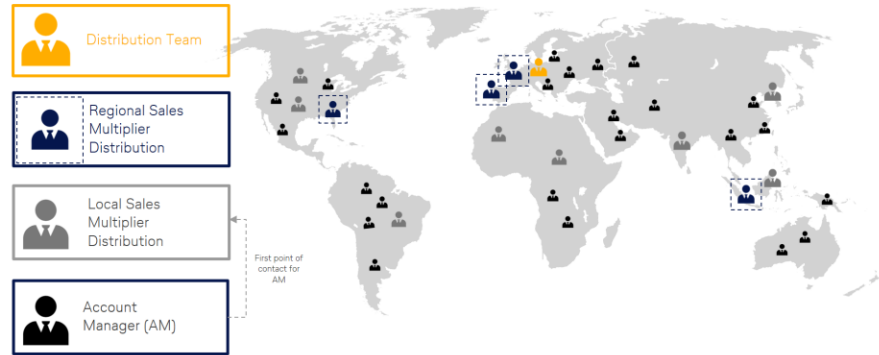


IATA NDC Implementation Forum  
**Implementing NDC for corporates – An  
airline perspective**

21 January 2020  
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# Distribution Multiplier concept has been established with the aim to equip our sales teams with the knowledge to engage with corporates and sales partners

- Distribution Multipliers act as the **first point of contact** for the local **Account Managers** in regards to NDC questions
- The colleagues obtain **specialized trainings** and participate in regular update meetings & calls with the Distribution Team
- Multipliers organize **local info sessions** with the aim to provide the sales teams with continuous updates regarding **NDC access options** and **value proposition** for customers
- The Multipliers **also join customer meetings** with Account Managers



# The involvement and commitment of key players of the value chain is essential to run a successful Corporate NDC implementation

## Corporate NDC Implementation

### Success Factors:

1. Involvement and commitment of key players (e.g. Travel Manager, TMC, OBE) of the end-to-end process
2. Availability of core competencies, such as product owner, process owner, developers etc.
3. Clear definition of implementation scope
4. Analysis of end-to-end process and system landscape
5. Definition of project plan and cooperation

In scope	Out of scope
<b>Profile Management:</b> <ul style="list-style-type: none"><li>No changes (managed in OBE)</li></ul>	<b>Profile Management:</b> <ul style="list-style-type: none"><li>-</li></ul>
<b>Trip Request, Booking &amp; Approval:</b> <ul style="list-style-type: none"><li>Online Bookings (no touch) via OBE</li><li>EU-EU</li><li>LH Group Flights (LH, LX, OS, SN)</li><li>Light Fares &amp; Business Saver</li><li>Ancillary Services (ASR, 1st Bag)</li></ul>	<b>Trip Request, Booking &amp; Approval:</b> <ul style="list-style-type: none"><li>Offline Bookings</li><li>Intercont bookings</li><li>Joint Venture, OAL flights</li><li>Group &amp; Event bookings</li></ul>
<b>Quality Control:</b> <ul style="list-style-type: none"><li>No changes (wird in OBE cytric gemanaged)</li></ul>	<b>Quality Control:</b> <ul style="list-style-type: none"><li>Adaption of quality control procedures</li></ul>
<b>Fulfillment &amp; Payment:</b> <ul style="list-style-type: none"><li>Instant Ticketing</li><li>Payment with AirPlus Company Accounts incl. dbi</li><li>Invoicing with VAT</li></ul>	<b>Fulfillment &amp; Payment:</b> <ul style="list-style-type: none"><li>Delayed ticketing</li></ul>
<b>After Sales Services:</b> <ul style="list-style-type: none"><li>Schedule Changes &amp; Tax Refund</li></ul>	<b>After Sales Services:</b> <ul style="list-style-type: none"><li>24/7 Service</li><li>VIP Service</li></ul>
<b>Reporting:</b> <ul style="list-style-type: none"><li>Duty of Care Information</li></ul>	



# Clear definition of project scope (Phase 1)

Example

## In scope

### Profile Management:

- No changes (managed in OBE)

### Trip Request, Booking & Approval:

- Online Bookings (no touch) via OBE
- EU-EU
- LH Group Flights (LH, LX, OS, SN)
- Light Fares & Business Saver
- Ancillary Services (ASR, 1st Bag)

### Quality Control:

- No changes (wird in OBE cytric gemanaged)

### Fulfillment & Payment:

- Instant Ticketing
- Payment with AirPlus Company Accounts incl. dbi
- Invoicing with VAT

### After Sales Services:

- Schedule Changes & Tax Refund

### Reporting:

- Duty of Care Information

## Out of scope

### Profile Management:

-

### Trip Request, Booking & Approval:

- Offline Bookings
- Intercont bookings
- Joint Venture, OAL flights
- Group & Event bookings

### Quality Control:

- Adaption of quality control procedures

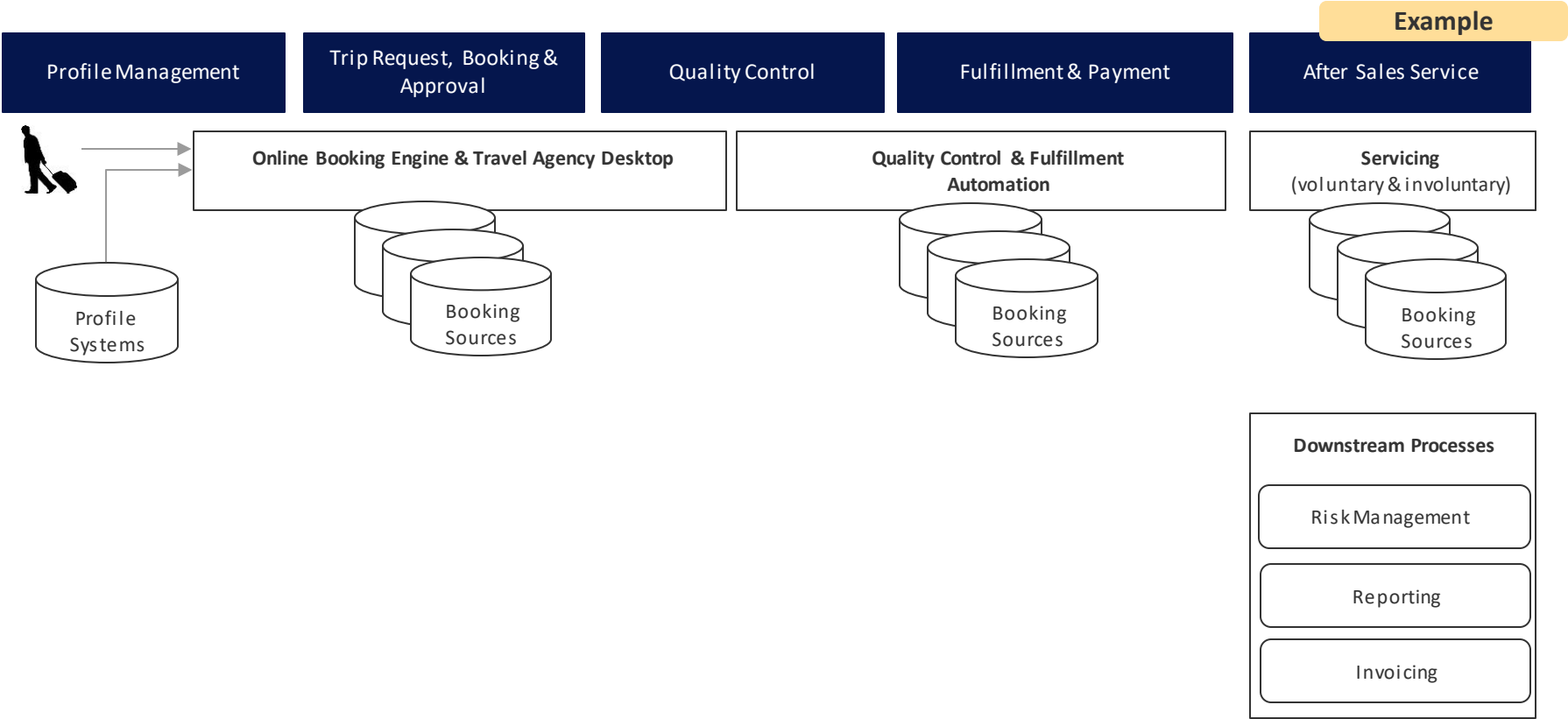
### Fulfillment & Payment:

- Delayed ticketing

### After Sales Services:

- 24/7 Service
- VIP Service

# Analysis of end-to-end process and system landscape



Thank you very much  
for your attention

