

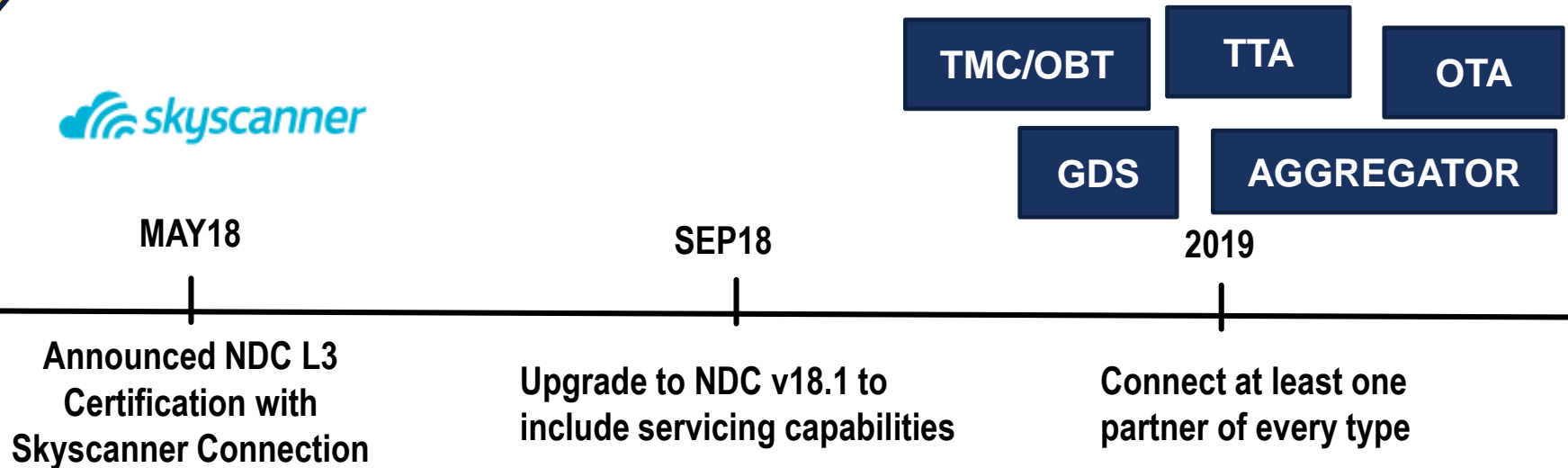


NDC Implementation Forum

Madrid
28th – 29th August 2018



SQ NDC UPDATES





- Made first NDC connection with Skyscanner for full flight booking flow (Offer + Order Management)
- Upgrading to NDC v18.1 in Sep18 to include servicing capabilities

SQ NDC UPDATES –NDC WITH SKYSCANNER

 00:45 SIN 7h 40 Direct → 10:25 SYD 

Return Fri, 29 Jun 2018

 18:05 SYD 8h 15 Direct → 00:20⁺¹ SIN 

Book your ticket

Economy class, 1 adult

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\$1,021

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- Entire booking flow (Offer + Order Management) on NDC v16.1
- Continuous learning to better improve customer experience

SQ NDC DEVELOPMENT

- SIA will continuously provide better content with NDC

Better Content Offered Exclusively via NDC



FLASH SALES



PROMOCODES



PERSONALISED OFFERS



SALE OF SEATS



CALENDAR FARE SEARCH



SALE OF EXCESS BAGGAGE



BUNDLING OF ANCILLARIES AT A DISCOUNT



THIRD PARTY CONTENT



RICH MEDIA



AIR DISCOUNT



Thank You