Aeroflot Russian Airlines

NDC

2018 NDC Implementation Forum – 2
Madrid, Spain
28-29 August 2018

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About me

Moscow University Math Department
Russian Presidential Academy
London Business School

Finance
Online travel agency
Ecommerce chain
Aeroflot Russian Airlines
50.1 mln passengers (+15.4% y-o-y)
130 222 mln RPK (+16.2% y-o-y)
158 unique destinations in 52 countries

domestic and charter mid-price hubs in VKO & LED
national carrier premium product hub in SVO
LCC short and mid-haul based in VKO
regional flights short and mid-haul
NDC at Aeroflot Russian Airlines

Early engagement – started in 2014

Active phase – 2H 2016 onwards

Collaboration between: IT, Sales, Web sales

NDC Schema version – 16.2

Level 3 certification – December 2017

NDC leaderboard member

Support from IATA
Minimum required for ticket sales:

AirShopping, FlightPrice, OrderCreate, OrderChange

...000s orders per day

Aviasales and Skyscanner allow direct booking on their websites

Credit card payment only
NDC – further opportunities

Ancillaries
- availability of air and non-air ancilliaries in IT landscape
- inhouse\industry systems
- meal options a-la-carte

Payment options – ARC\BSP\direct

Refunds and changes (TA critical)

Rich Media

Schema version
- support of previous schemas
- ...18.2....

GDS support of NDC
Chicken and egg relationship on Russia\CIS market

OTAs (B2C)
OfTAs (B2B, B2C)
TMCs
Metasearch engines

Pricing to ensure rapid adoption while keeping motivation of all channels

Tracking NDC sales in DDS and accounting systems

Legal and accounting – agreements, audit

...202020...
...one order....
NDC – Skyscanner example
Check your itinerary
(All times are local)

✈ Outbound Mon, Aug 14, 2017
SVO → LED
Non-stop

Book your ticket
Economy class, 1 adult

 relu Read before making your reservation

eDreams
Not enough ratings
$92
Select

GeoStar
Not enough ratings
$106
Select

Aeroflot
Airline
Check availability at Aeroflot

Plan your trip

Airport shuttles
Need a ride from the airport? Check out these easy door-to-door airport transfer options.
Check out airport shuttles

Need a hotel in St Petersburg?
Rooms available from $85
Search hotels

Need a car rental in St Petersburg?
Find a car
Check your itinerary
(All times are local)

✈ Outbound Mon, Aug 14, 2017

VKO → LED

Non-stop

Book your ticket
Economy class, 1 adult

🔍 Read before making your reservation

Aeroflot

3 stars 38638
Book on Skyscanner

$73 Book →

Tripsta

3 stars 563

$74 Select →

GeoStar

Not enough ratings

$80 Select →

Mytrip

3 stars 250

$85 Select →

nDreams

Plan your trip

Airport shuttles
Need a ride from the airport? Check out these easy door-to-door airport transfer options.

Search hotels →

Need a hotel in St Petersburg?
Rooms available from $85

Find a car →

Need a car rental in St Petersburg?
Booking with Aeroflot

- It's easy and secure
- Aeroflot will email you when your reservation is confirmed and handle your customer service needs

Verifying price and availability...

Booking powered by Skyscanner

If you would prefer to book on the Aeroflot website, click here

Skyscanner is registered with Visa Europe as a Merchant Agent and is listed at www.visaeurope.com

Terms of service | Privacy policy
NDC – Skyscanner example

1 traveler
Moscow Vnukovo – St Petersburg Pulkovo
Aug 14, 2017

Total
4 351,00 p.

Booking with Aeroflot
- It's easy and secure
- Aeroflot will email you when your reservation is confirmed and handle your customer service needs

Check your itinerary

Outbound VKO – LED
Mon, Aug 14, 2017

Aeroflot | Operated by Rossiya airlines

11:55 PM
VKO
1h 30min
Non-stop

1:25 AM (+1)
LED

Your fare

- 4 351,00 p., Economy Sleeper
- 4 851,00 p., Economy Classic
- 6 851,00 p., Economy Flex

Next →
For a flight from Moscow Vnukovo to St Petersburg Pulkovo on Aug 14, 2017:

**Economy Saver**
- Total: 4,351.00 p.
- Baggage allowance:
  - Carry on: 1 x brieucase, laptop or handbag, bag, 95cmx65cm, 10kg
  - Checked baggage: 1 x bag, 70cmx40cm, 23kg
- Fare details:
  - Aeroflot Bonus miles – 71%
  - Refund not allowed
  - Changes allowed, subject to payment of a fee
  - Discounts for children accompanied by adults – 25%
  - 1 piece up to 23 kg and 156 cm (the sum of the three dimensions) + 1 piece up to 10 kg in the cabin

**Economy Classic**
- Total: 4,551.00 p.
- Baggage allowance:
  - Carry on: 1 x brieucase, laptop or handbag, bag, 95cmx65cm, 10kg
  - Checked baggage: 1 x bag, 70cmx40cm, 23kg
- Fare details:
  - Aeroflot Bonus miles – 100%
  - Pre-selection of seats on board
  - Limited changes and refunds
  - Discounts for children accompanied by adults – 25%
  - 1 piece up to 23 kg and 156 cm (the sum of the three dimensions) + 1 piece up to 10 kg in the cabin

**Economy Flex**
- Total: 6,551.00 p.
- Baggage allowance:
  - Carry on: 1 x brieucase, laptop or handbag, bag, 95cmx65cm, 10kg
  - Checked baggage: 2 x bag, 70cmx40cm, 23kg
- Fare details:
  - Aeroflot Bonus miles – 150%
  - Open return date
  - Premium service class upgrade under the terms of Aeroflot Bonus programme
  - Pre-selection of seats on board
  - No fee for changes and refunds
  - Discounts for children accompanied by adults – 25%–50%
  - 2 check-in items up to 23 kg and 156 cm (the sum of the three dimensions) each + 1 bag of hand-luggage up to 10kg
Check your itinerary

Outbound VKO – LED
Mon, Aug 14, 2017

Aeroflot (Operated by Rossiya airlines)
11:55 PM VKO to 1:25 AM LED
Non-stop

Payment details

First name: Samolet
Last name: Aerofofo
Card number: 4929 6456 3456 571
CVV: 123
Card expiration date: 10/20

Passengers

Samolet Aerofofo
Jan 1, 1900

Payment Summary

Your fare: 5 158.00 p.
Taxes, fees and surcharges: 1 656.00 p.
Total price: 6 851.00 p.

By hitting ‘Book’ you confirm the following: You would like to complete your booking of the above itinerary with Aeroflot and to Aeroflot debiting 6 851.00 p. from your account. You have read and agree
Your booking is being processed

Aeroflot is processing your booking.

This may take up to 120 seconds, so please don't refresh or close your browser window.
Thank you!

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