Aeroflot Russian Airlines

NDC

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

Konstantin Demanov
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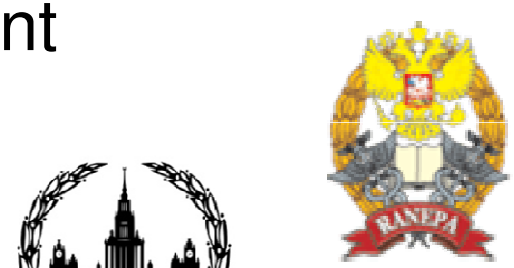
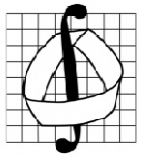
About me

Moscow University Math Department
Russian Presidential Academy
London Business School

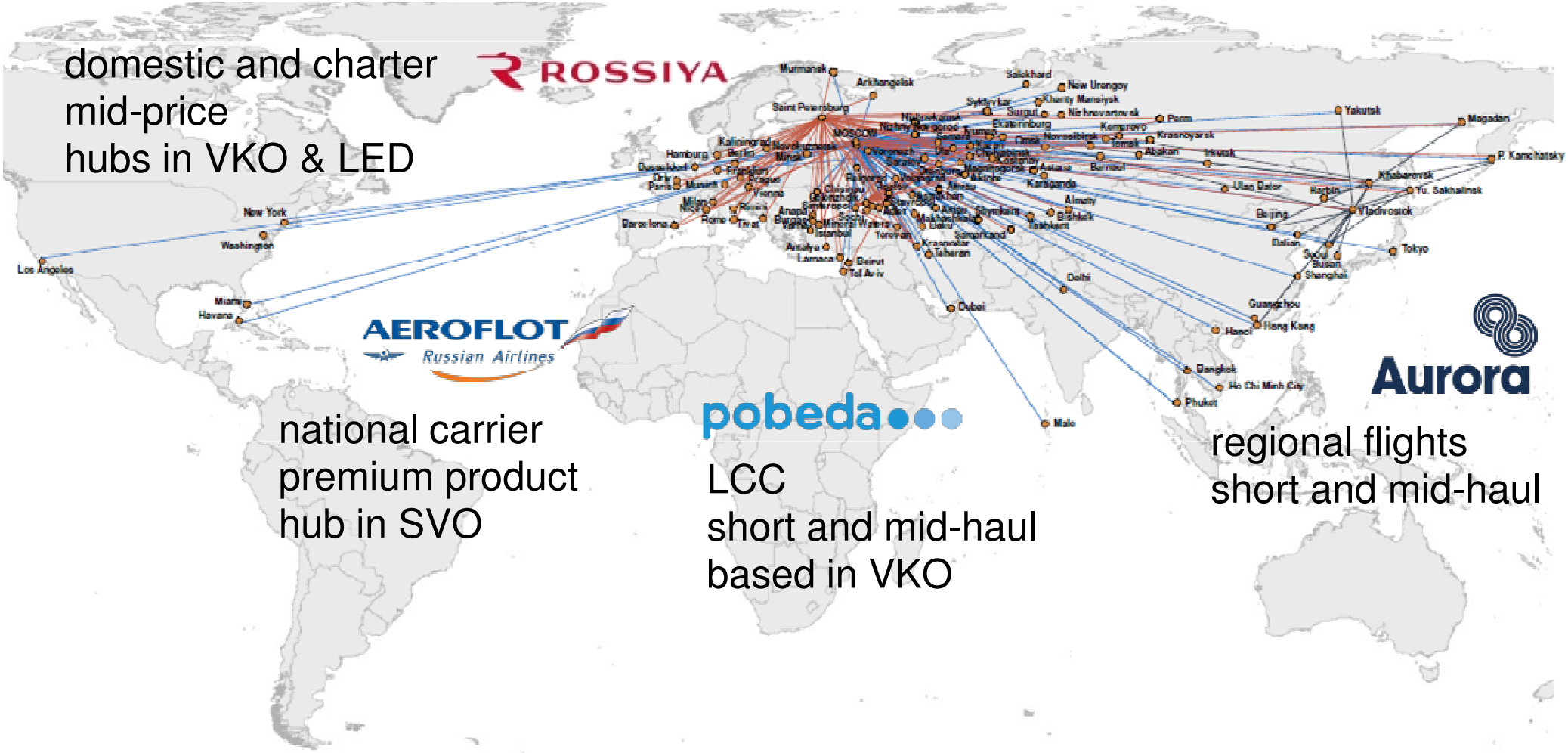




Finance
Online travel agency
Ecommerce chain
Aeroflot Russian Airlines

Aeroflot Group 2017 results&overview

50.1 mln passengers (+15.4% y-o-y)
130 222 mln RPK (+16.2% y-o-y)
158 unique destinations in **52** countries



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

NDC at Aeroflot Russian Airlines

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

NDC – further opportunities

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

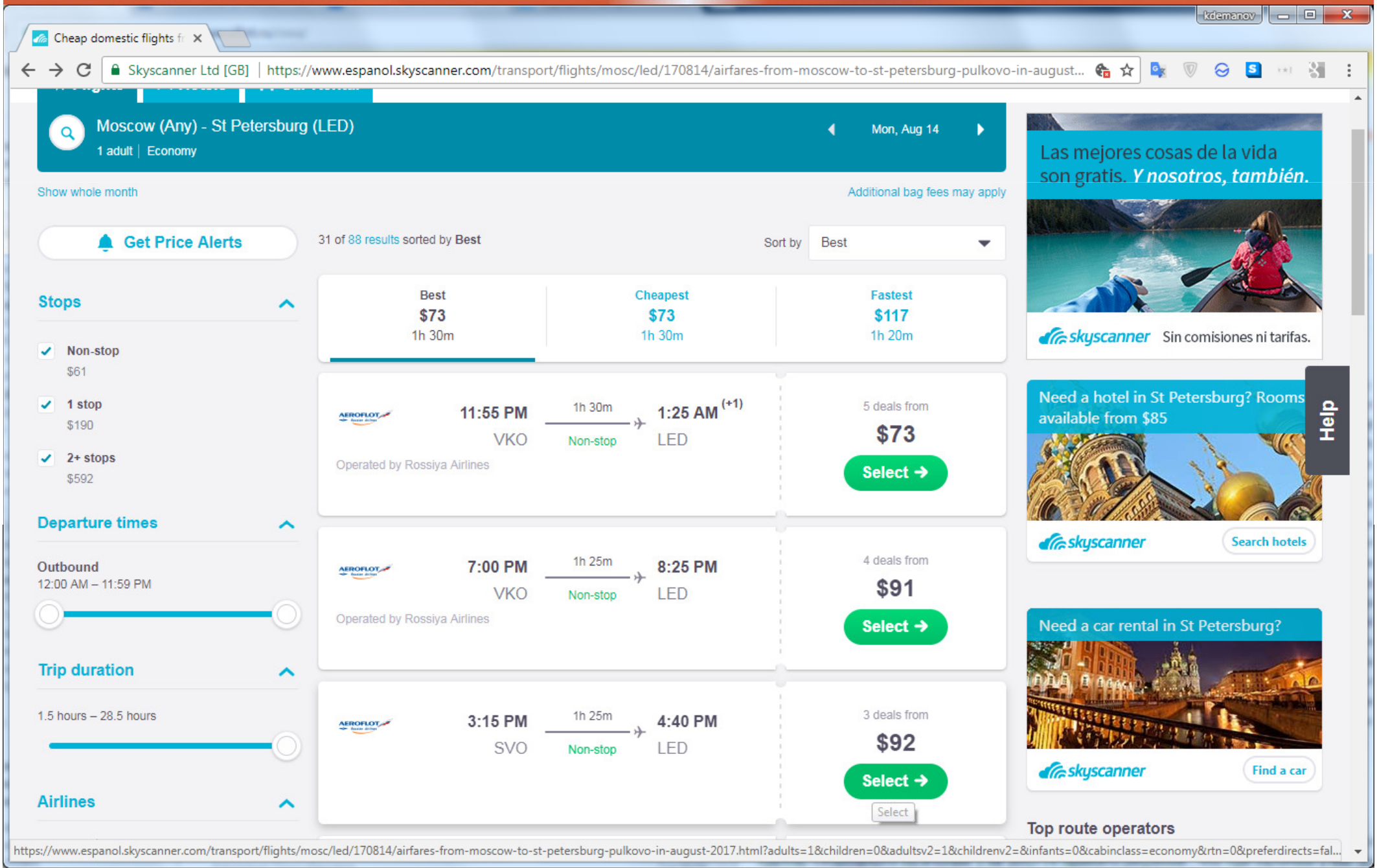
Tracking NDC sales in DDS and accounting systems

Legal and accounting – agreements, audit

…202020…

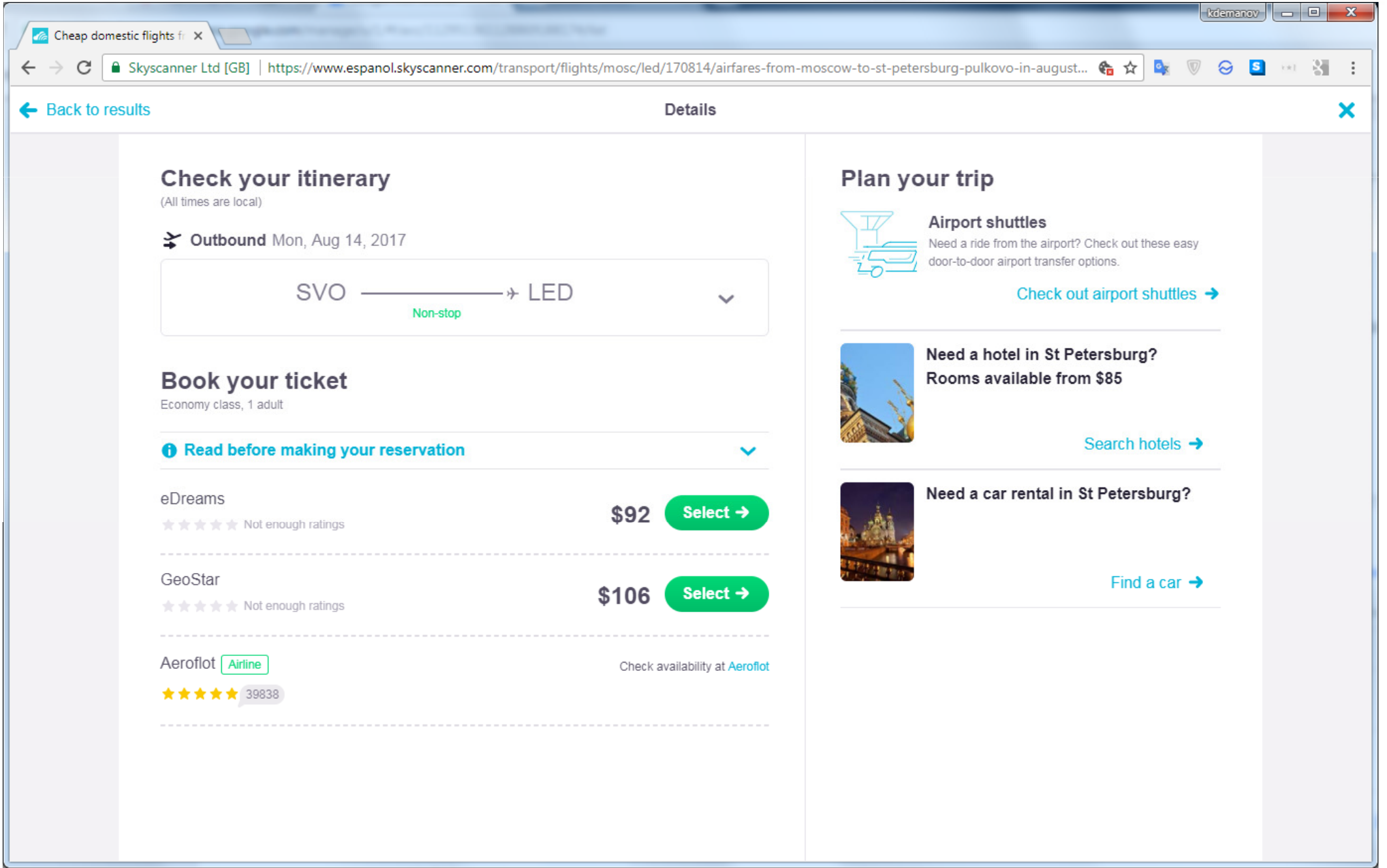
…one order….

NDC – Skyscanner example



NDC – Skyscanner example

АЭРОФЛОТ Российские авиалинии



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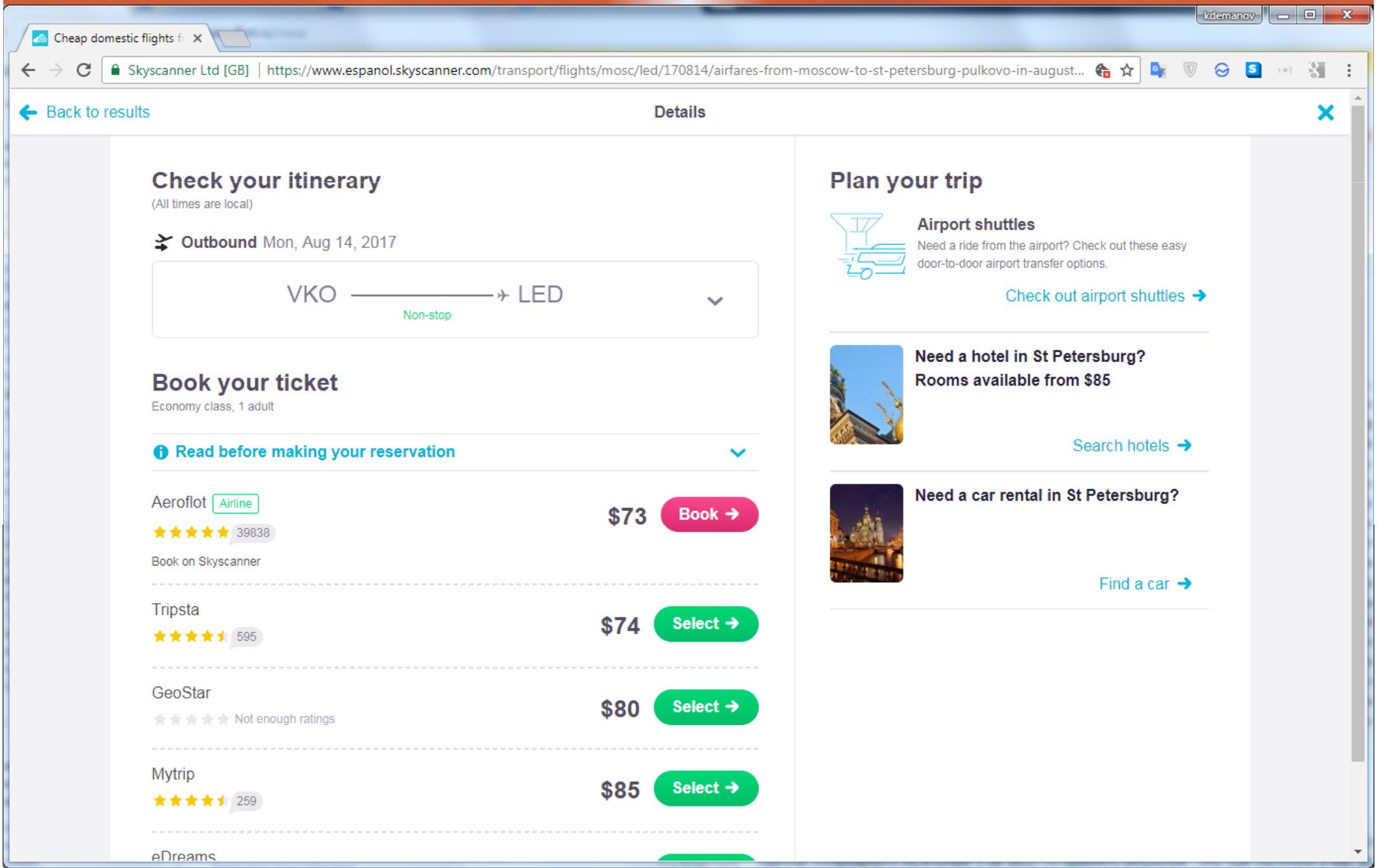

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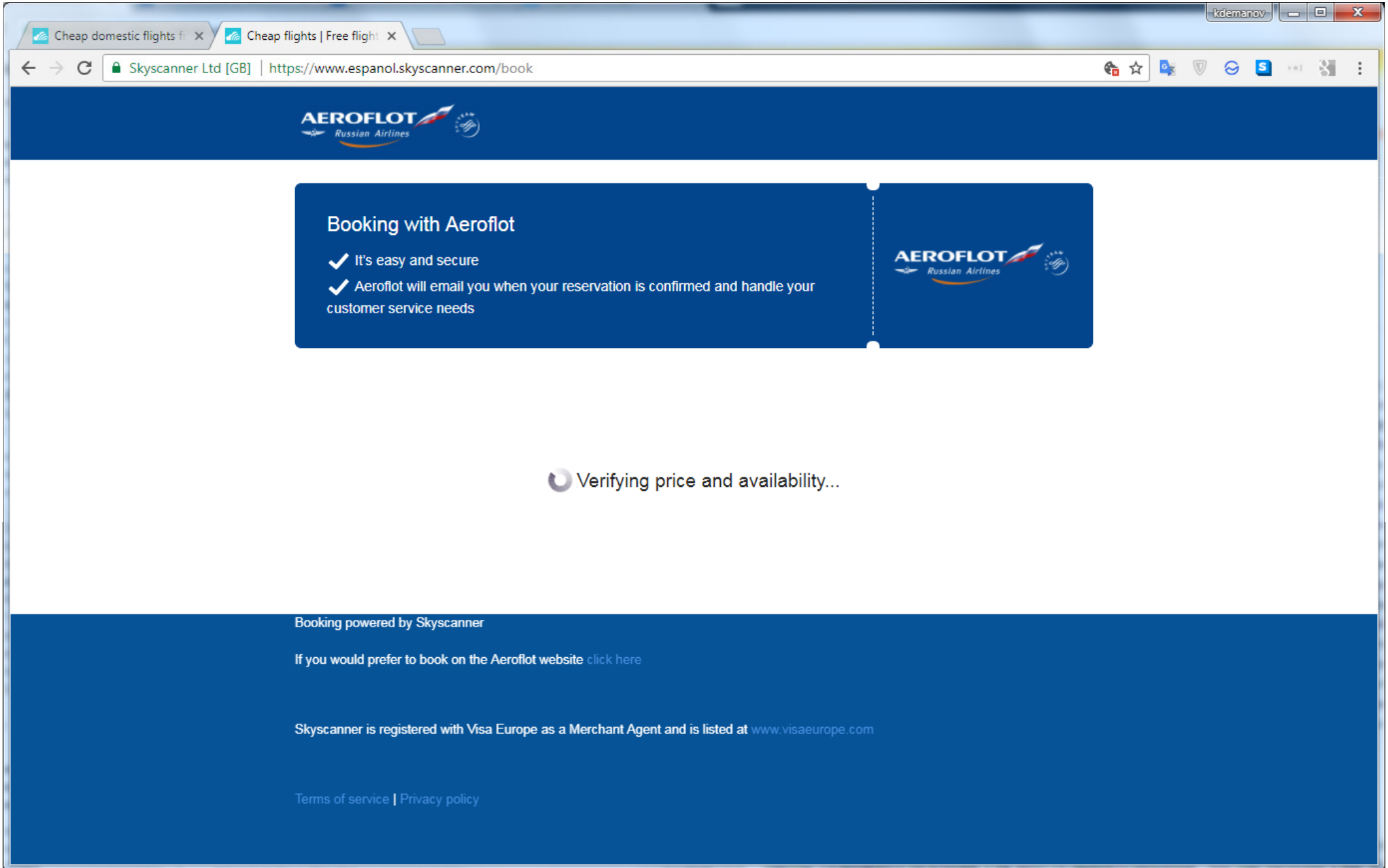

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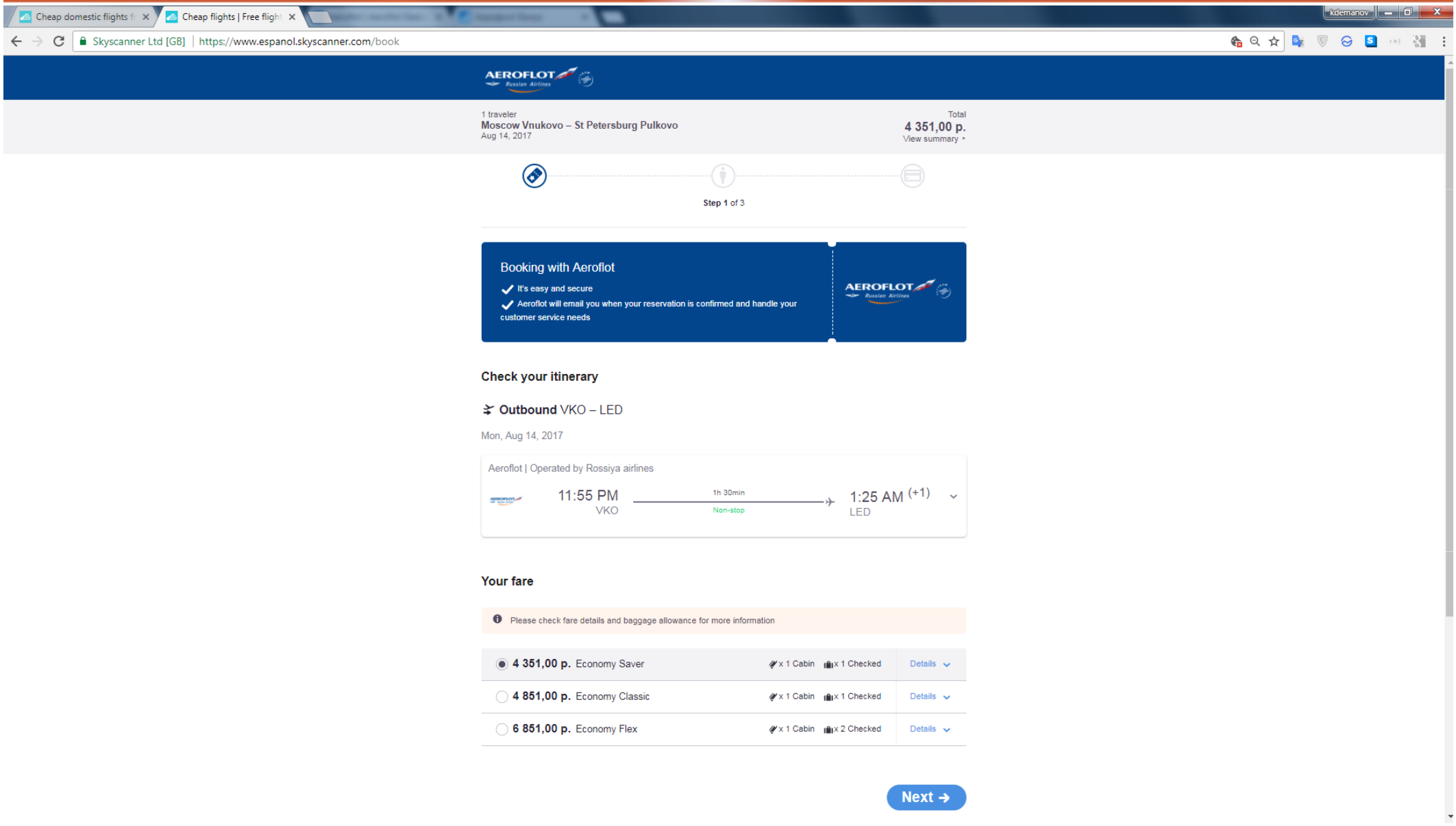

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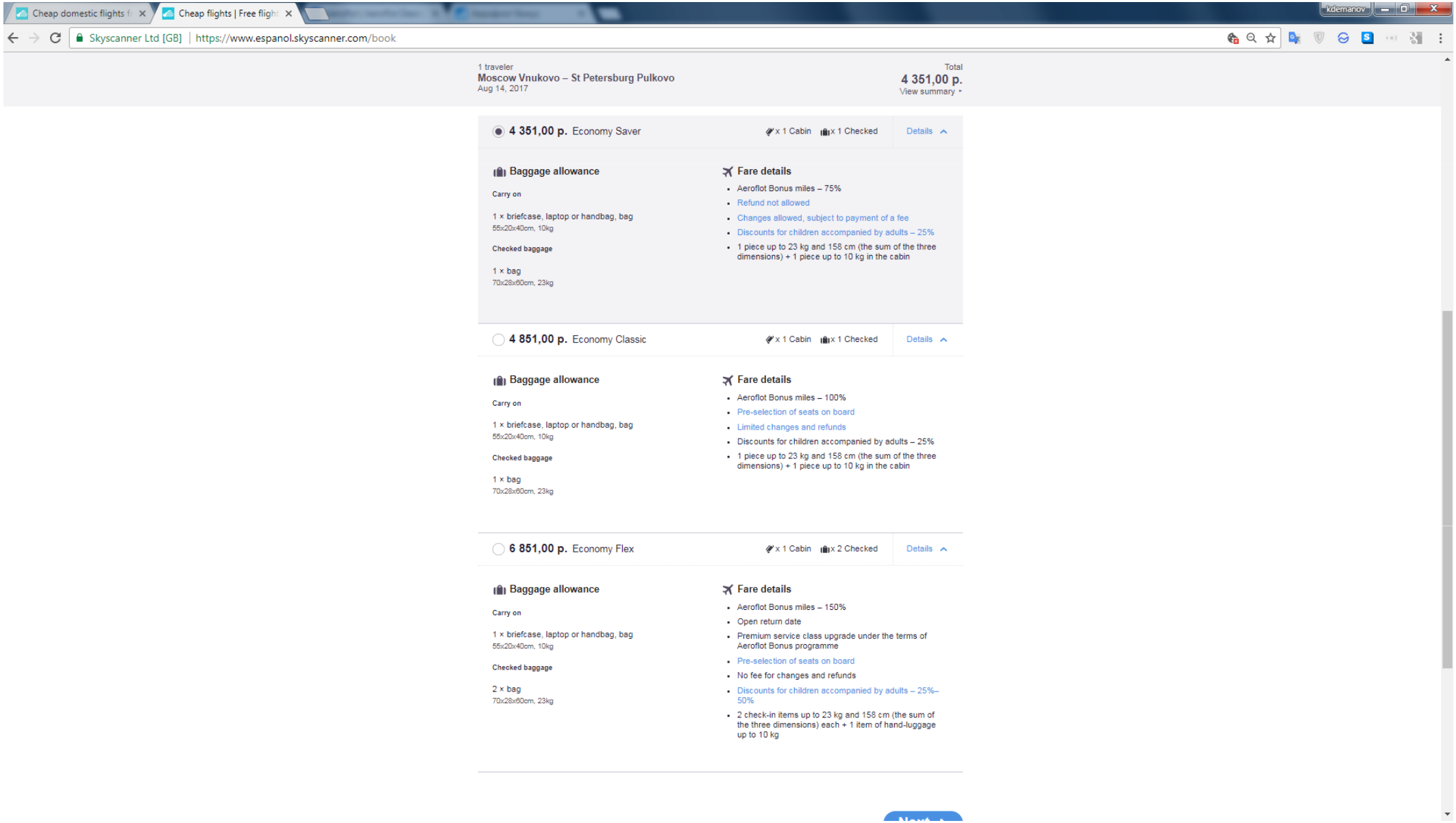

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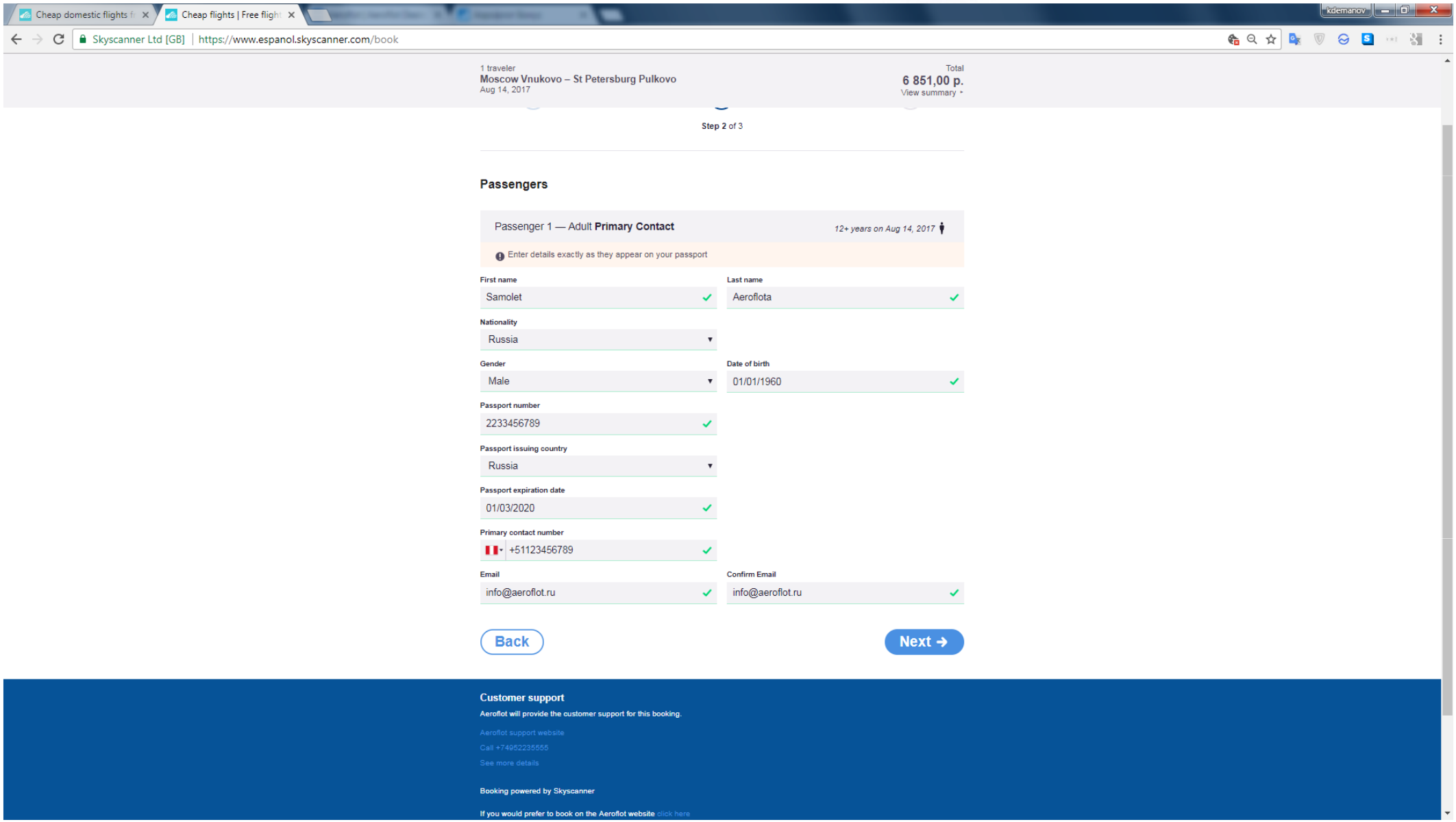

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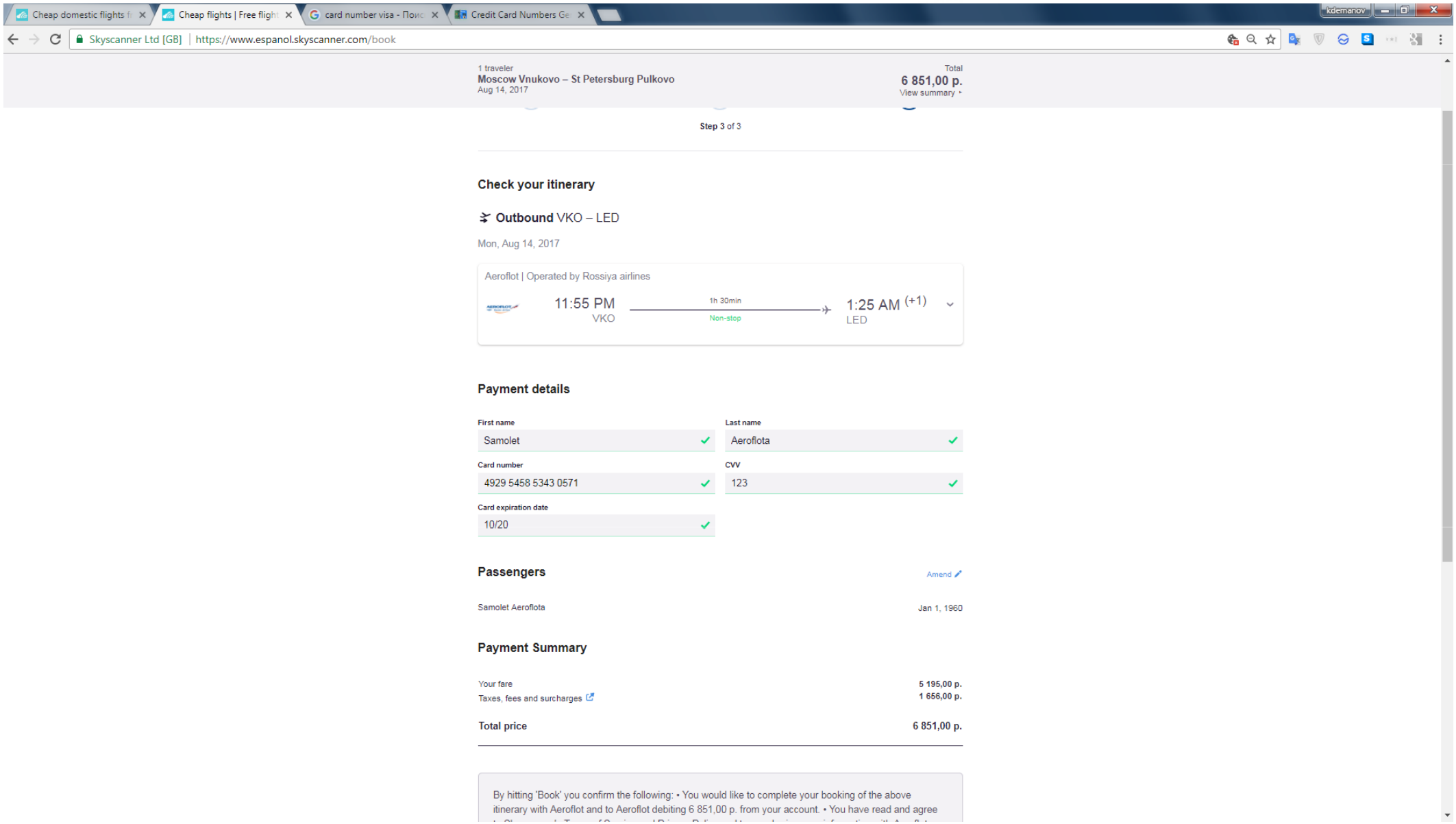

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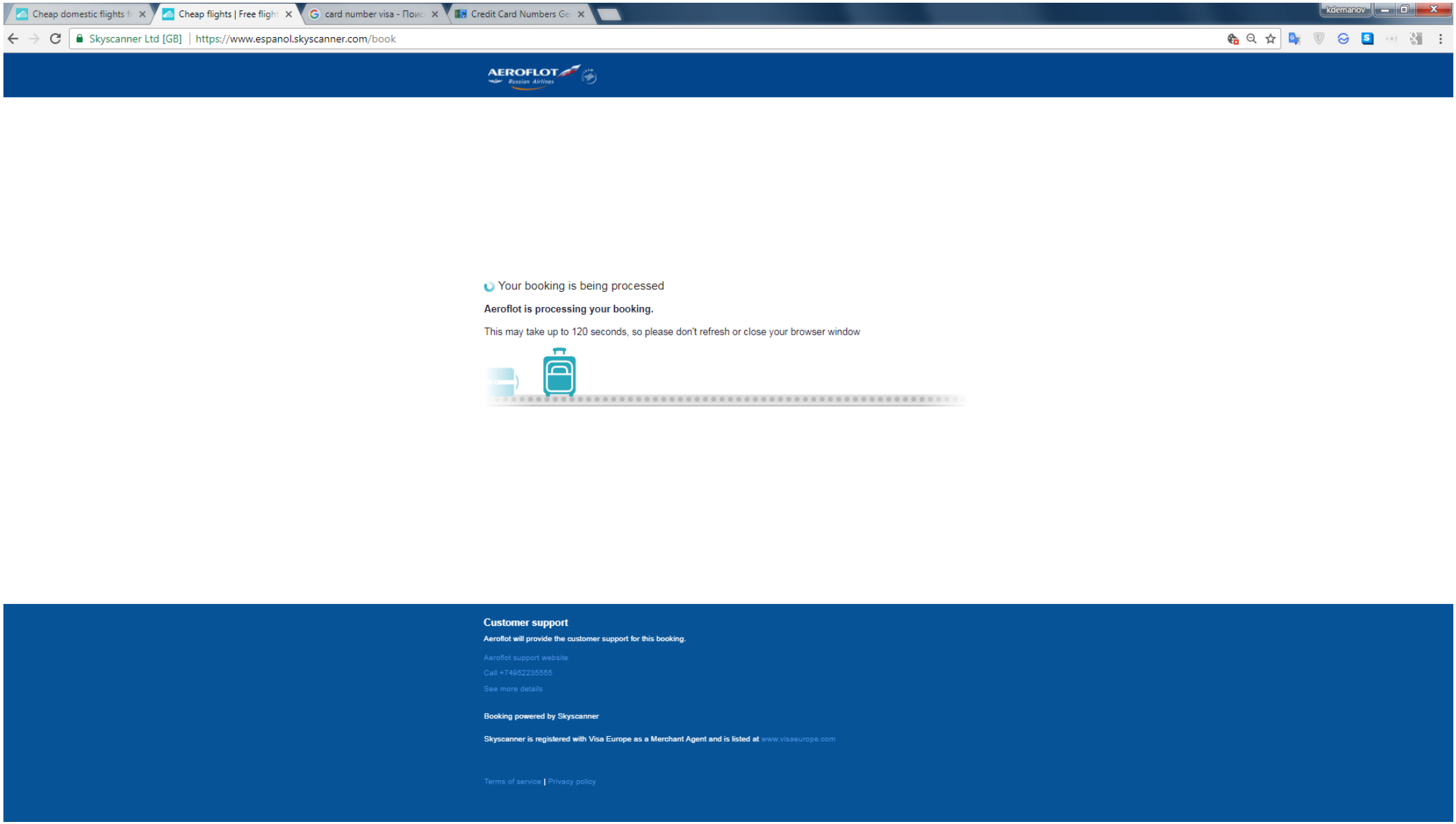

Thank you!

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