

Implementation Forum #3 Madrid

An overview

24- 25 September 2019



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24 September

9:30 – 17:30

1. Setting the scene
2. NDC for Managed Travel
 - Implementation priorities for TMCs [Blue Cube Travel](#)
 - TMC implementations – airline insights [IB, AY, LHG, UA](#)
 - TMC implementations – an aggregator experience [Verteil Technologies](#)
3. Identification of entities in an NDC implementation [IATA](#)
4. Features in the standard [IATA](#)
 - First, a word about the Implementation Guide
 - Performance – a replay
 - Features supporting Offer Management
5. An end to end TMC NDC implementation– [Fello Travel, Air Gateway, Midoco](#)
6. Servicing – Airline Implementations
 - What airlines support today [UA, AY, LHG, AA, IB](#)



25 September

9:30 – 16:00

1. Airline Sandboxes [Duffel](#)
2. Features in the standard supporting Order Management [IATA](#)
3. Experiences implementing Order Management
 - for NDC [InteRes](#)
 - 'Order' IDs and Statuses - how are you using them in your implementation [IATA](#)
 - ONE Order [IATA](#)
4. A look at elements marked for deprecation - [IATA](#)
5. Specific pain points brought by implementers

Day ends 4pm



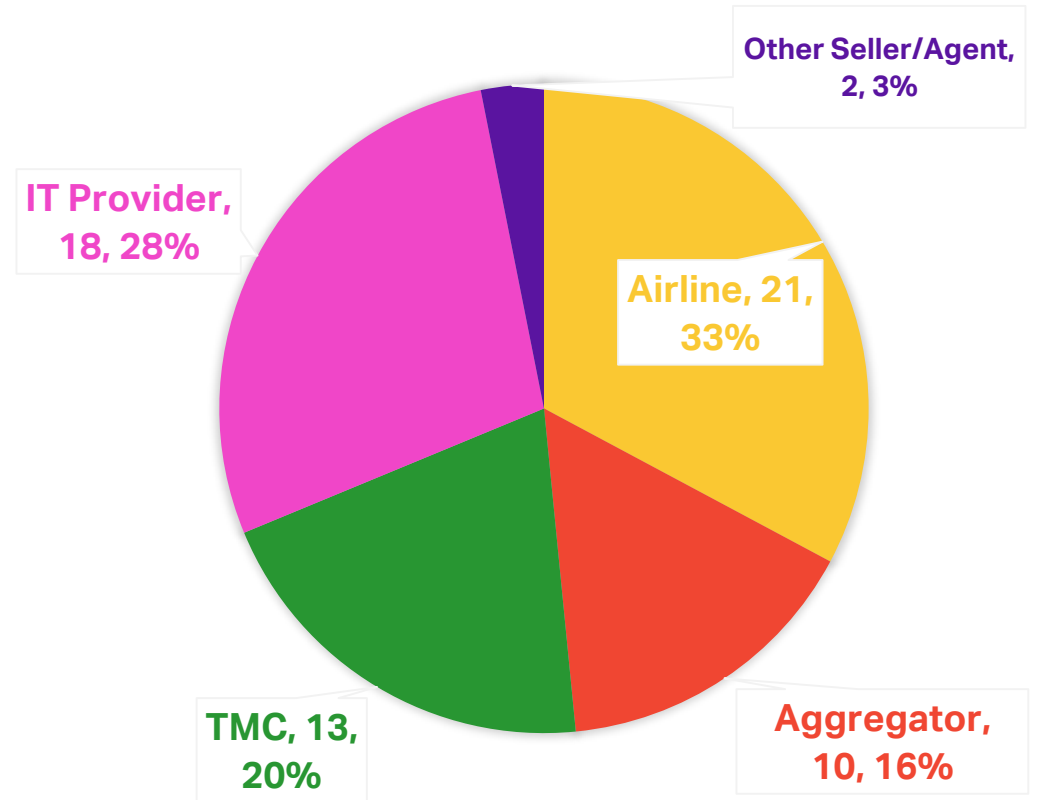


65
participants

16
Leaderboard
airlines

10
TMCs
(First time)

Implementation Forum Madrid





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Implementation Forum Madrid

TMCs: Gave insight into their world, what's important to them

Airlines: shared their servicing roadmaps and experience with TMCs

Aggregators: demonstrated how they are filling airline gaps

Startups: presentations and demos

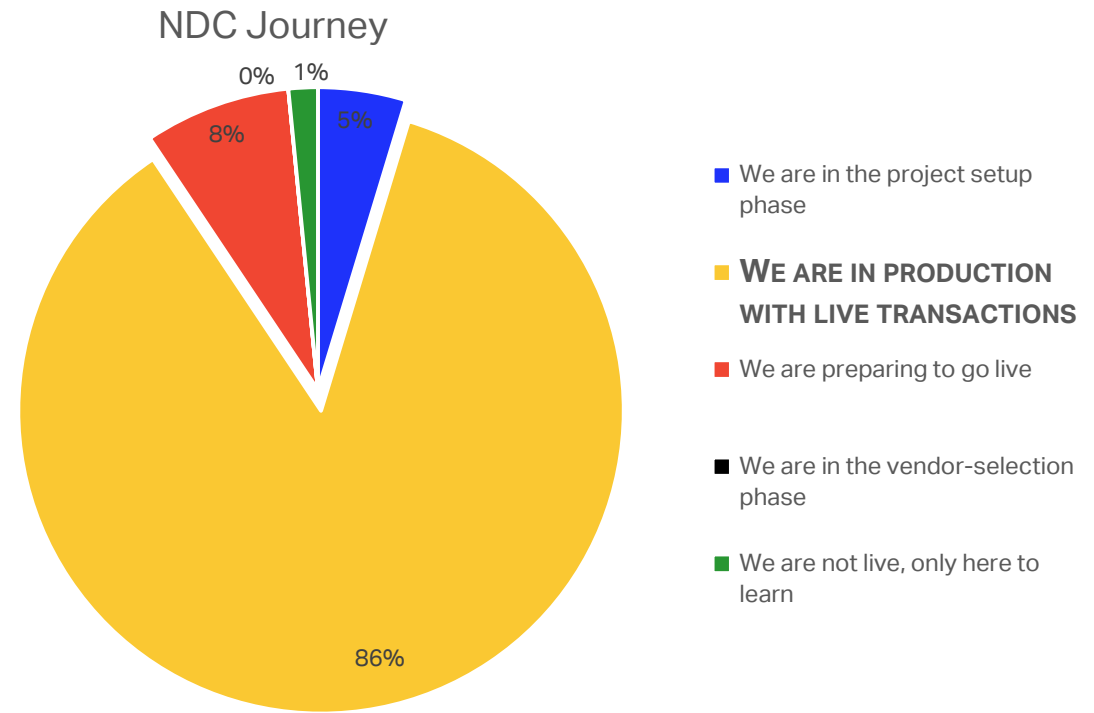
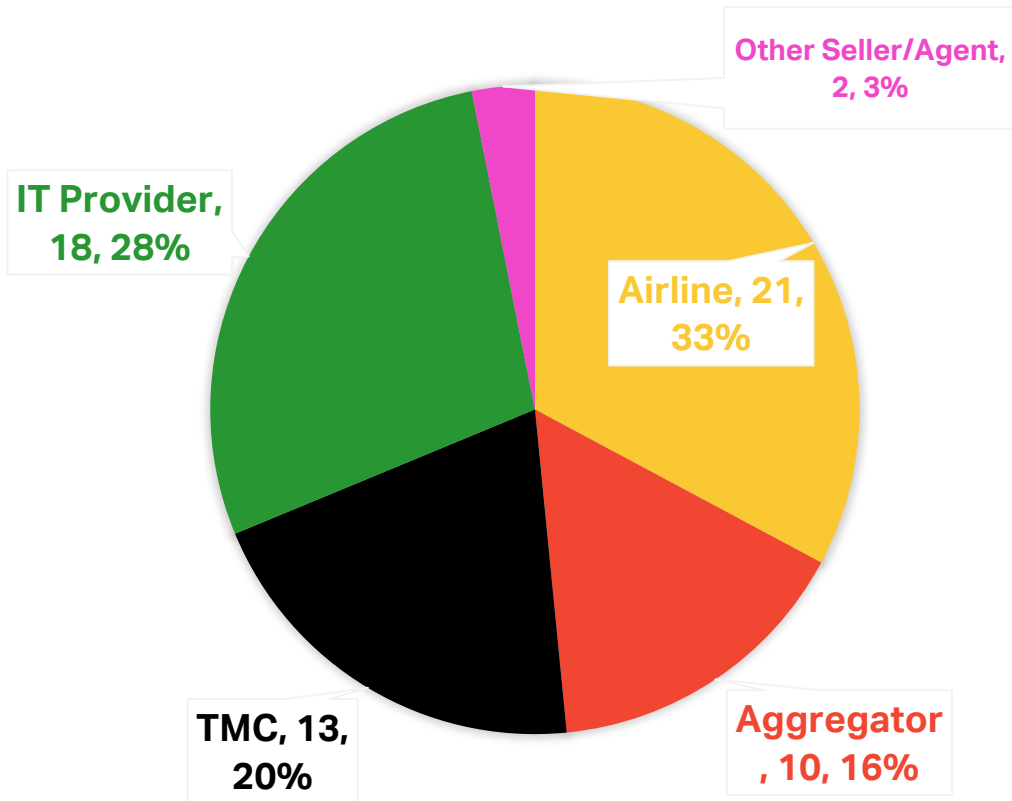


You're coming from ...

Who ● Aggregator ● Airline ● IT Provider ● Other Seller/Agent ● TMC



In the room



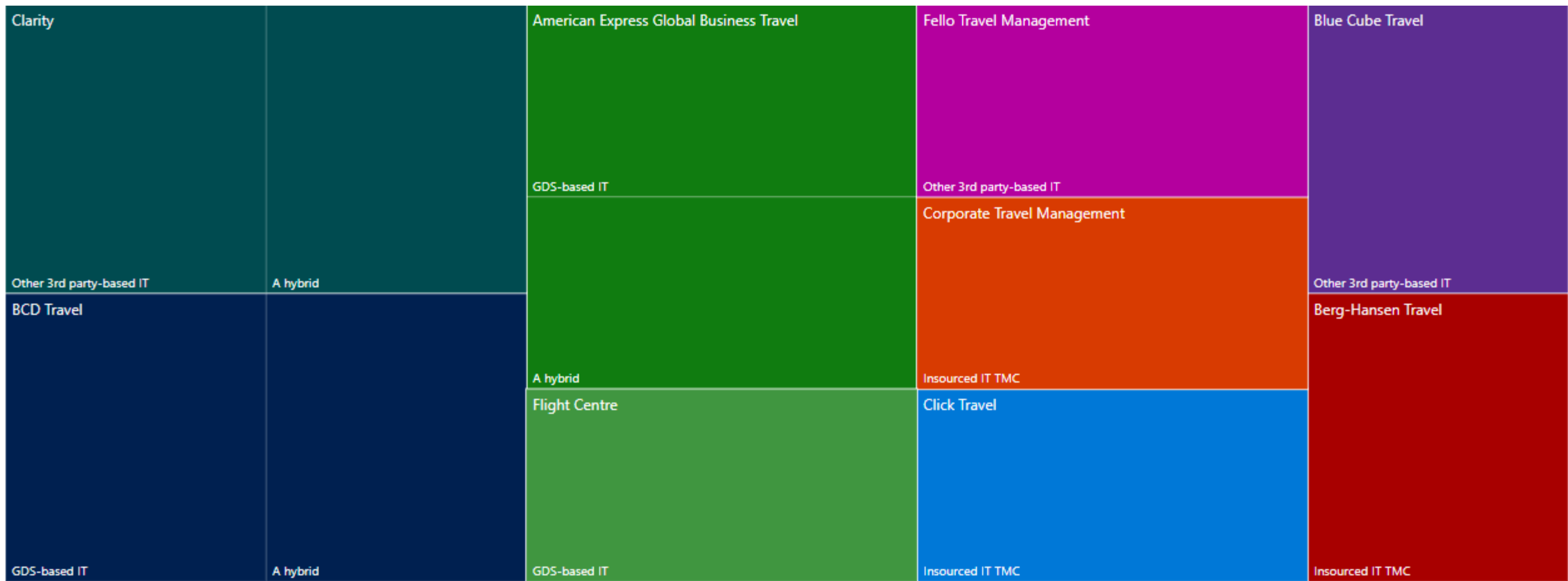
- We are in the project setup phase
- **WE ARE IN PRODUCTION WITH LIVE TRANSACTIONS**
- We are preparing to go live
- We are in the vendor-selection phase
- We are not live, only here to learn

Presentations delivered by

- Blue Cube Travel
- Leaderboard airlines: Iberia, Finnair, Lufthansa Group, United Airlines, American Airlines,
- Verteil Technologies
- Fello Travel, Air Gateway, Midoco
- Duffel
- InteRES
- IATA



TMC's this week



What's important to TMCs

Workflows

- Answering the question asked
- Consistent implementation from airline to airline
- That support automation and transparency

Airline interaction

- Easy onboarding processes
- API Operational support
- Strong account management

Interfaces

- Showing the value of the product in the OBТ
- Seamless feeds for downstream processes and co-existing with GDS bookings

Capabilities

- Relevant to managed travel processes
- Better than today
- Certification @scale

Consistent, complete, data in the schema to support automation and decision making

- Data formats
- Description of products
- Machine-readable rules
- Consistent approach in implementation of schema

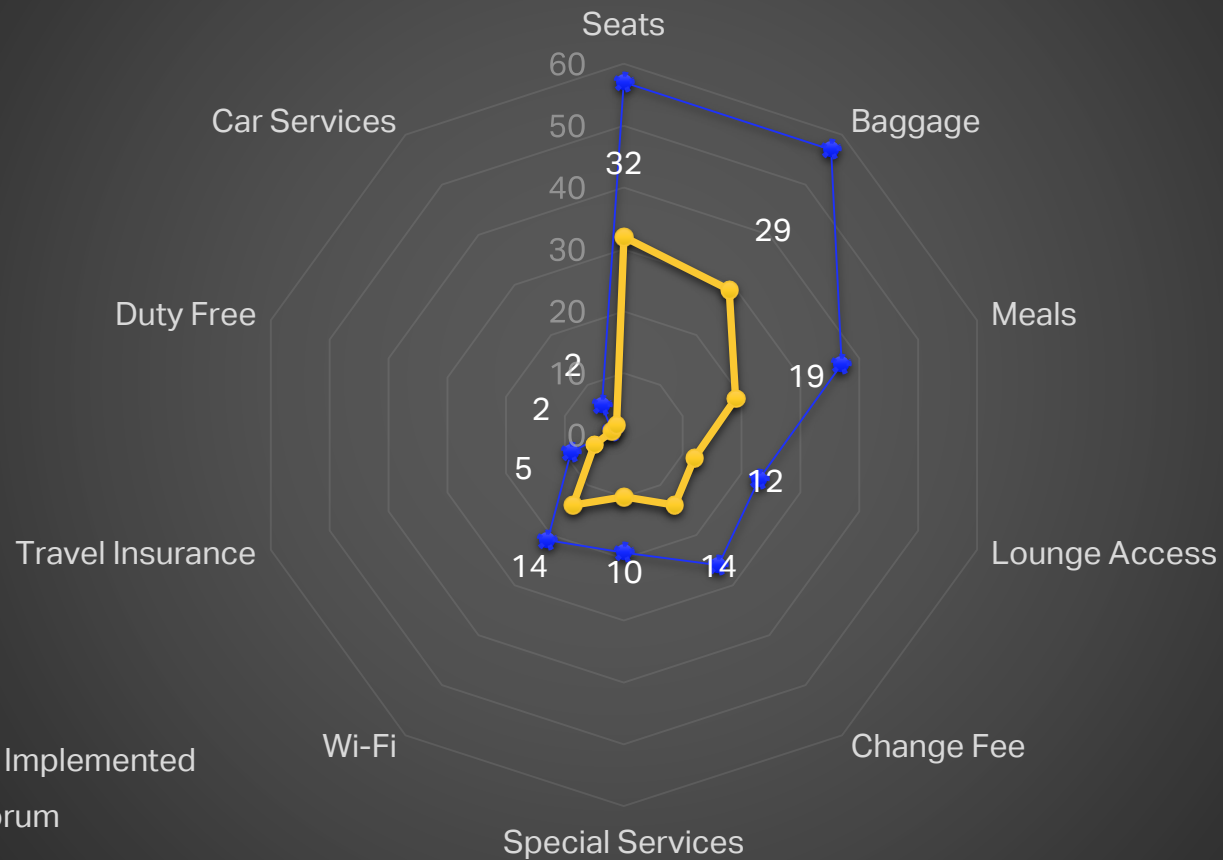
Other Challenges

- PSD2
- Infosec (GDPR)
- Client Expectations
- Time Constraints
- Lack of accurate info from Account Mgrs

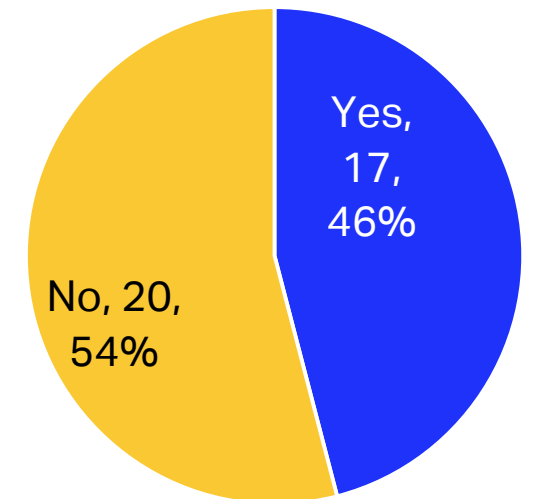
Your Capabilities

Ancillaries

Ancillaries Implemented

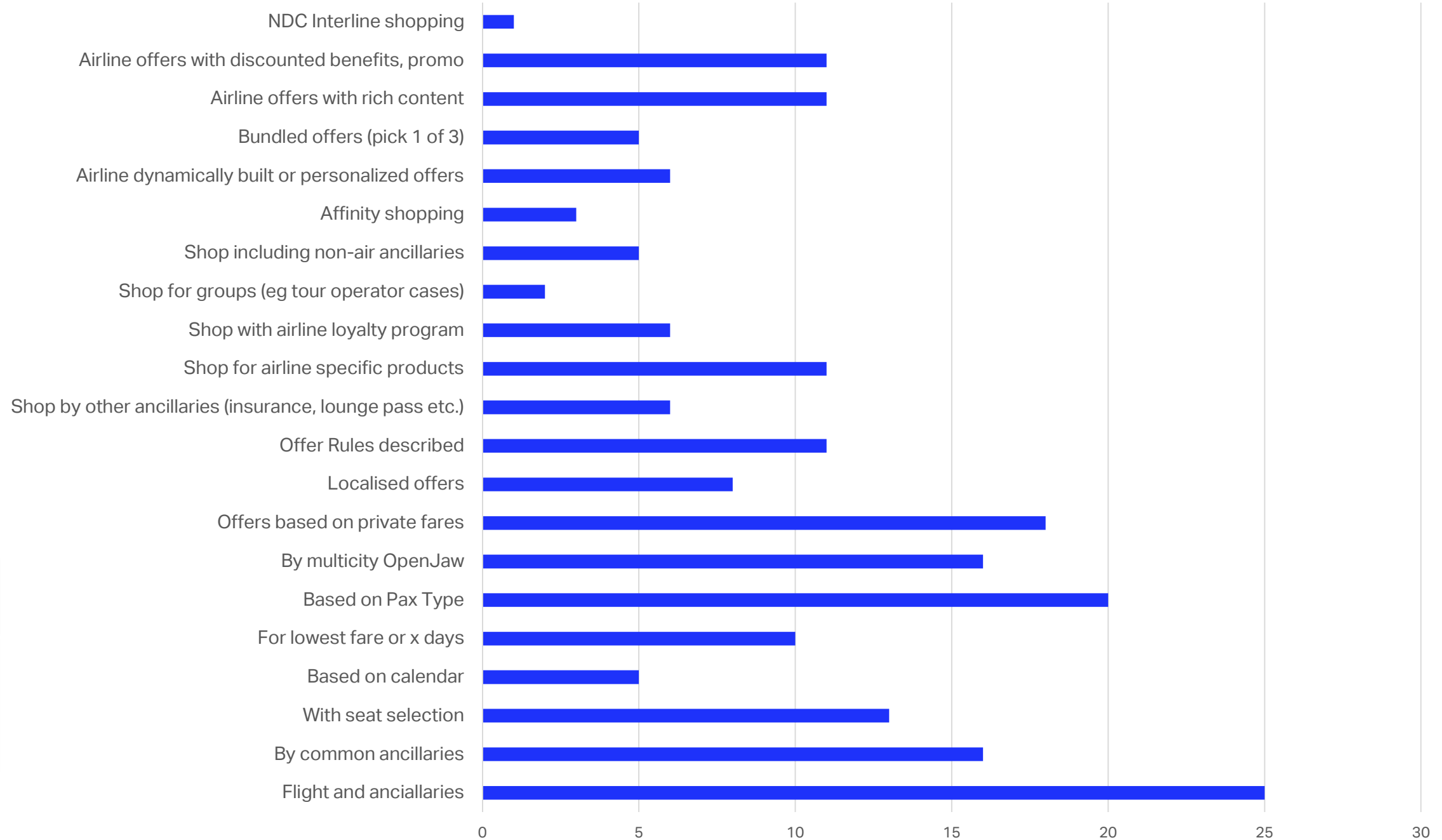


Rich Media - Current Forum



Total Shopping Capabilities Implemented (Imp Forum Madrid)

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2019



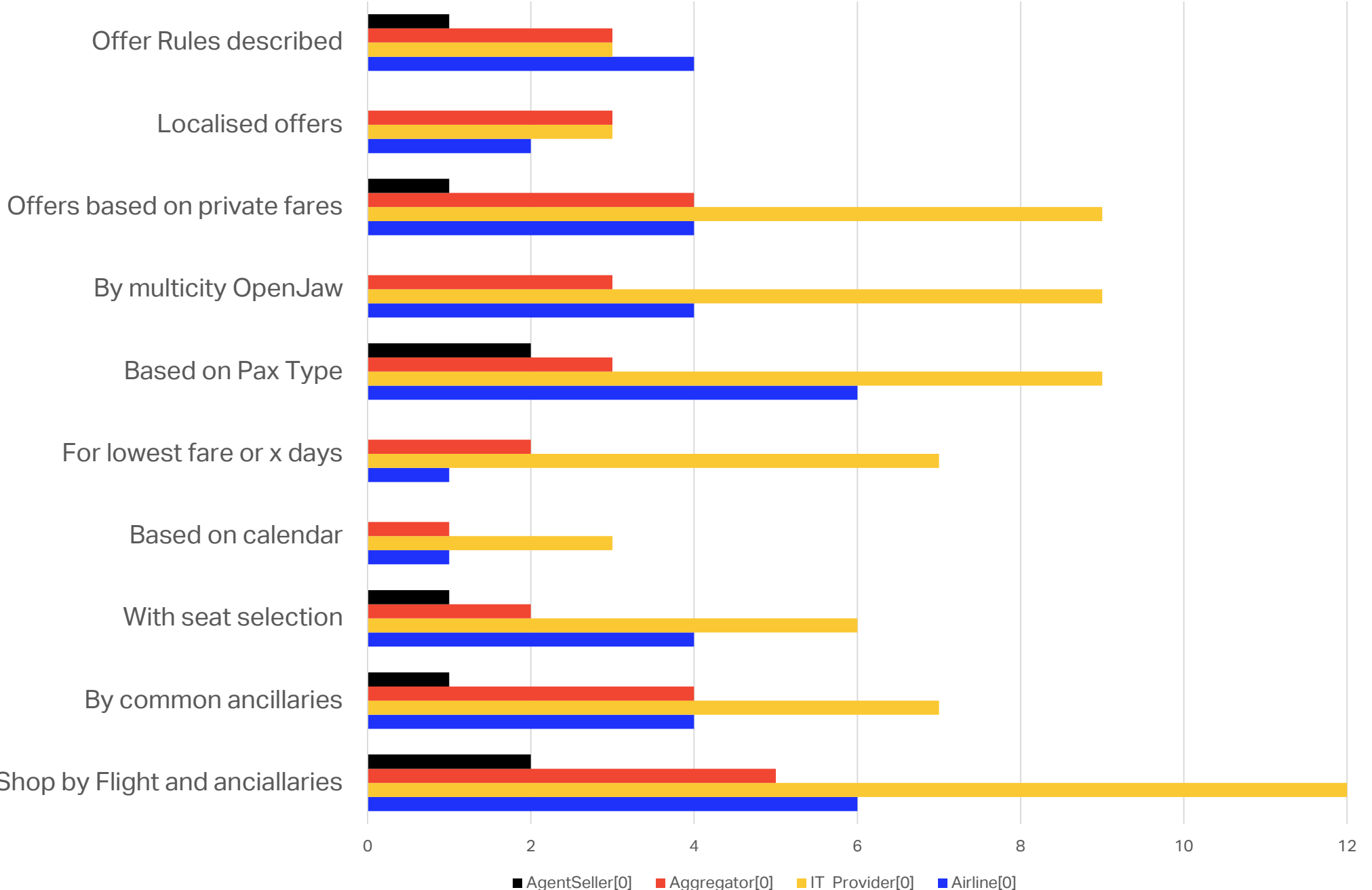
Total Order Capabilities (Imp Forum Madrid)

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2019



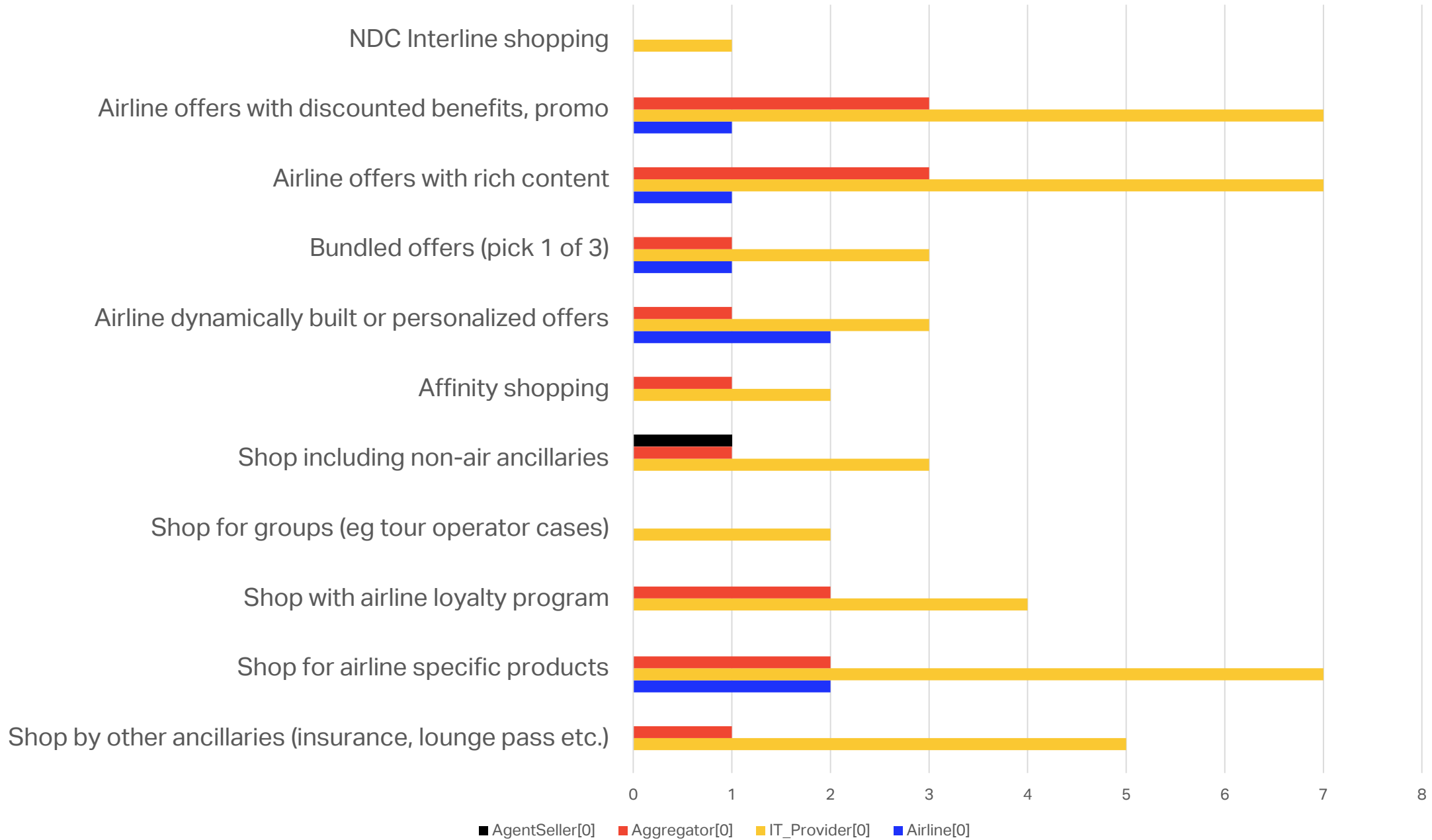
Shopping @scale Capabilities

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2019



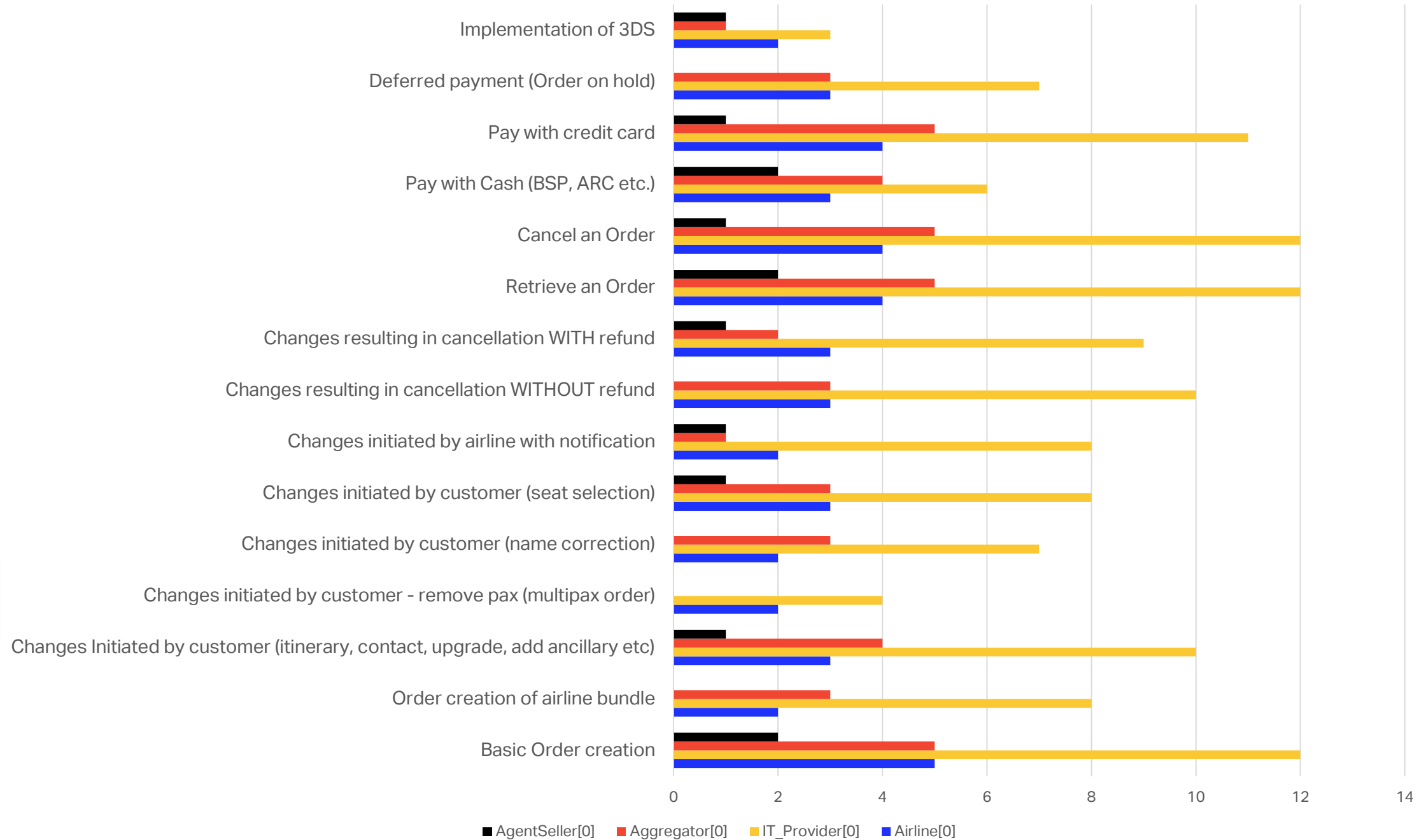
Shopping enhanced capabilities

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2019



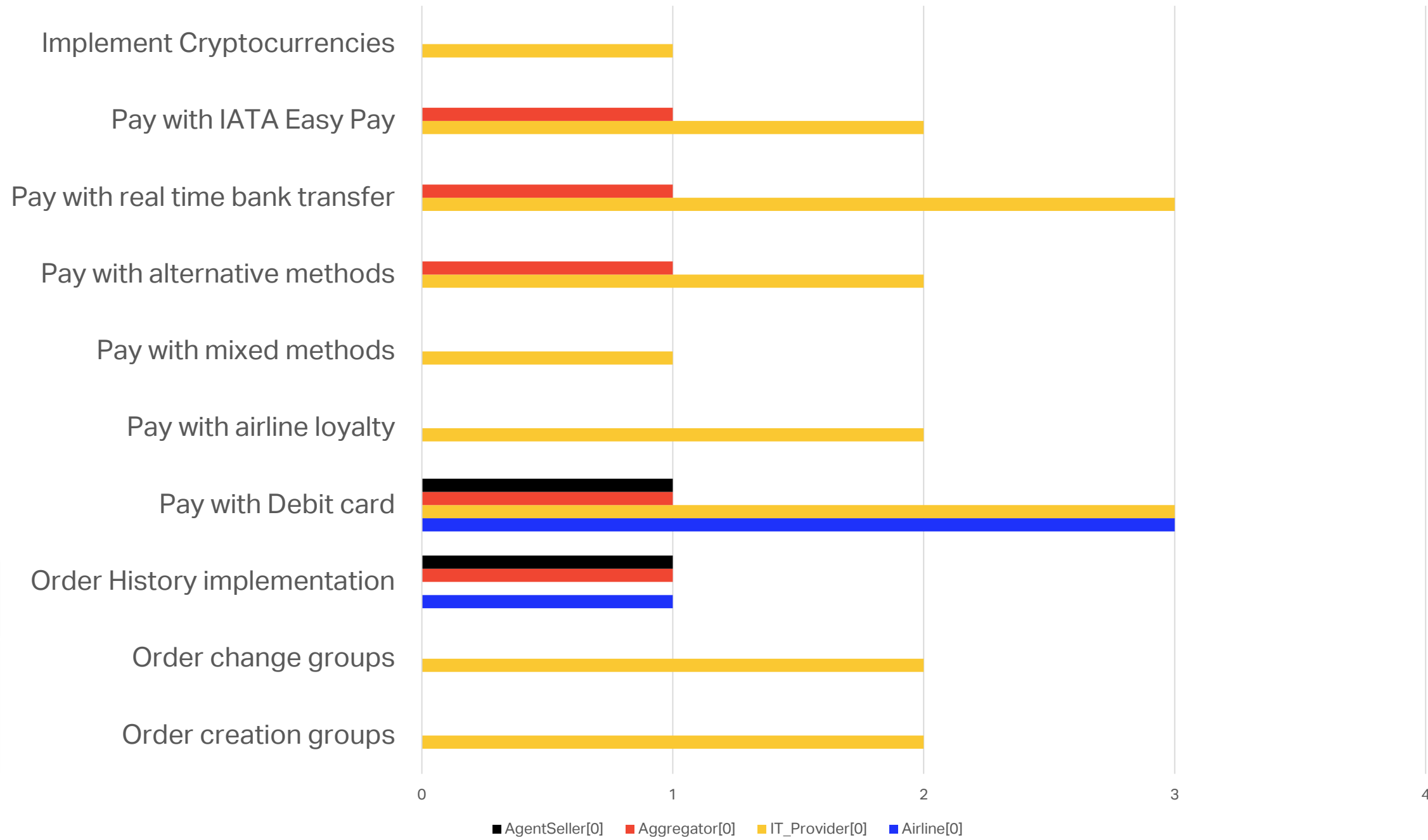
Order Service Pay Capabilities

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2019



Order Service Pay Enhanced Capabilities

Source: Implementation Forum Participants
NDC Deployment Questionnaire 2019



Some takeaways

Some takeaways

Mindset shifts: needed on both sides, airlines and TMCs

A common language: key to getting through the discussions

Identifying players: achieving commonality is a challenge

TMC requirements: are different airlines need to consider this

Automated servicing: key to adoption

The master order: accepting that each player owns his own order

Aggregators are filling gaps: by providing tools

Workflows: implement based on the Implementation Guidance

Some takeaways

1. NDC is just one of many channels and processes
2. Airline to think about how the offer is being displayed in the TMCs display – TMCs want to see the value and context of the offer
3. Taxonomy enhancements will help in describing the product in the display
4. Offer *conditions* instead of Offer *Rules* - terminology change for constructive discussion 😊
5. Airlines, return complete offer *conditions (rules)* to the agent
6. SME TMCs – getting to understand the technology/standard capabilities
7. The client is a joint client; direct interaction often reduces the value/confidence in the TMC to the traveler

Some takeaways

1. Having automated servicing will increase agent confidence in NDC
2. Ongoing work needed to unify the industry around identifying parties in a transaction – some stakeholders don't see why they need to pass their IDs in the schema
3. Airlines, make your sandbox useful for your partners to prepare to launch
4. Be aware of TMC context (approval processes) when setting time limits
5. Attention to respond to qualifiers in the RQ with relevant offers. Note too that TMCs have varying processes – some want all offers, some only want offers with corporate deals
6. Airlines, strengthen account managers' NDC knowledge

Delegate views on what was valuable

- Networking and time to chat- Showcasing of real-world implementations (e.g. Fello + AirGateway + midoco)

Very interactive forum. Very interesting discussion on Seller Order / Aggregator Order / Airline Order Servicing being zoom on is important and involuntary changes: we need to ensure proper communication to seller too.

Better understanding of TA/customer needs as applied to NDC responses. Industry-wide understanding of the progress in various aspects of implementation; Opportunity to communicate with OA colleagues including topics outside IATA scope (i.e. organisational structures)

Feedback from the TMCs and insights from the Aggregators/IT providers.

Commentary from TMCs

Knowledge sharing, understanding different perspectives from different players in the ecosystem, direct access to IATA and industry experts on various NDC and One Order aspects which would in turn help us. Getting our perspective heard and validated on NDC and One Order aspects

Identification, Standard update



Delegate views on what was valuable

Meeting and gaining a perspective from the TMC and Aggregators

How business representatives (TMCs), airlines and IT Provider/Aggregator exchange information.

TMC attendance for sure. Really value their insights and input. The black box of TMC workflow, systems and process is starting to become clearer. It's clear to me that it isn't necessarily NDC itself causing an issue for them. It's more the reliance on existing entities to provide an end to end system, and the gap in the market for this functionality if those entities are not providing NDC. That, and servicing from a standard is there but not so much from all airlines.

Updates regarding the NDC standard, learning how other airlines / IT providers tackle certain challenges

Airlines views/roadmap on Travel Trade concerns IT providers answers to some challenges

Having such a variety in attendance, all parties.

The mixture of attendees and hearing directly from the airlines and the aggregators. The airline roadmaps and also the fact that many acknowledged the gaps that we have for TMCs in terms of servicing capability.

Networking. Leaderboard airlines session

Perspective of TMC's, Sandbox from Duffell,

Knowing how other IT companies are handling / integrating NDC.

User cases exchange; airlines presentations.



To be continued...

