Implementation Forum - 2019/1

Industry Distribution Programs
(NDC and ONE Order)

19 – 21 February
IATA Office Miami
Imp Forum Miami - Who is in the room

- Airline, 24
- IT Provider, 19
- Aggregator, 6
- Seller/Agent, 5
- Other (please specify), 2
Competition Law Compliance

This meeting is being conducted in compliance with the Provisions for the Conduct of the IATA Traffic Conferences. Pursuant thereto, this meeting will not discuss or take action to develop fares or charges, nor will it discuss or take action on remuneration levels of any intermediaries engaged in the sale of passenger air transportation. The meeting also has no authority to discuss or reach agreement on the allocation of markets, the division or sharing of traffic or revenues, or the number of flights or capacity to be offered in any market. Delegates are cautioned that any discussion regarding such matters, or concerning any other competitively sensitive topics outside the scope of the agenda, either on the floor or off, is strictly prohibited.

The foregoing applies equally to email discussions, instant messaging and social media discussions whether directed to announced participants or other parties not present in the meeting. Participants are reminded that live streaming of this meeting to parties not present in person is not permitted except as indicated by and with the express permission and knowledge of the Chairperson and IATA and only in the event that specific participation on a given item from a party not present in person is required. Unauthorized recording of the meeting is prohibited.
Together, Let’s Build Airline Retailing

The NDC Program

February 2019
What’s the market problem?

- **Customer Experience**
  - Is not consistent
  - depends on where they search
  - and not rich when shopping through travel agents

- **Travel Agents**
  - Can’t easily access many airline products that are available on the airline direct websites

- **Airlines**
  - Don’t have the freedom to distribute their products across channels without being commoditized
Traditional Flight Distribution

Fares via 3rd party
Schedule via 3rd party
Availability: Airline
Airline e-commerce engine

Global Distribution Systems

Travel Agents
(TMC | OTA | Independent)

Travelers
(Business | Leisure)

and you understand the constraints
Airline Retailing in an NDC World

Airline
Offer & Order Management System

Content Aggregators
(GDS | New Entrants)

Travel Agents
(TMC | OTA | Independent)

Content Aggregation

Travelers
(Business | Leisure)
Latest status as of February 2019 – For most up-to-date information check: www.iata.org/ndc-registry
The journey to 2020 – IATA NDC Leaderboard

Represented in our meeting today
The Value chain is committed

<table>
<thead>
<tr>
<th>Travel Management Advisory Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon. Allianz. AstraZeneca.</td>
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<tr>
<td>Bechtel. Gov’t. of Canada. LEO</td>
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<tr>
<td>UBS. Veritas – and many more...</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Global Travel Management Executive Council</th>
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<tbody>
<tr>
<td>American Express GBT.</td>
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<td>ATPI/Direct Travel. BCD Travel.</td>
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<td>Carlson Wagonlit Travel. Clarity.</td>
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<tr>
<td>Click Travel. CTM. Egencia.</td>
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<tr>
<td>FCM Travel Solutions – and many more...</td>
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</table>
Corporate Buyers

See Opportunities with NDC and ...

- Content
- Cost
- Control
- Customer Experience

...Envision the future of the TMC

- The TMC Value Proposition in a New Distribution Landscape

Together, Let’s Build Airline Retailing
Travel Agents

See NDC as an enabler and …

• Customer Service
• Efficiency
• Competitiveness

…have their reference architecture

Together, Let’s Build Airline Retailing
**BENEFITS**

**For Sellers and Customers:**
- Offering a better shopping experience for customers through the display of rich content
- Offering a consistent shopping experience depending on where the customer search for travel
- Allowing true comparison shopping and transparency in pricing and content
- Offering limitless products and services according to the airline marketing strategy
- Offering immediate access to new flights and ancillary products & services
- Enabling customers to purchase relevant ancillaries (a la carte or bundled)
- Providing special price and product offers to key customer segments including frequent flyers
- Providing unique packaged offers to corporate and leisure customers
- Ensuring that customers understand the fare products they select through upfront disclosure of fare rules
- Simplifying the booking process for the Sellers, as all offer creation, pricing and fulfillment processes (incl. Servicing) is done on airline side
- Offering increased and flexible price points to customers via airline pricing
- Reducing error risk and ADM's for agents because of increased control of the offer by the airline

**For Corporations:**
- Enabling the availability of more accurate data and greater visibility of costs (fare types vs ancillary costs)
- Enabling at corporation level a segmentation by traveler types and personalization of the trips
- Enabling more responsive and dynamic corporate travel policies
- Providing corporation duty of care and traveler servicing in real time
Don’t miss out on these

NDC InFocus documents

- BSP for NDC (pdf) NEW
- ONE Order (pdf) NEW
- NDC@Scale: driving volumes of NDC transactions (pdf) NEW
- NDC Distribution in China (pdf)
- Airline vs. neutral ticket stock in an NDC transaction (pdf)
- Reporting NDC card transactions through the BSP (pdf)
- Data privacy and GDPR in an NDC world (pdf)
- NDC for Corporates (pdf)
- NDC for Travel Management Companies (TMCS) (pdf)
- A TMC reference architecture (pdf)
- How APIs can help airlines (pdf)
- The benefits of reporting NDC sales through the BSP (pdf)
- Highlights of 17.2 and what to expect until 19.1 (pdf)
- Payment: the next game changer in airline distribution (pdf)

White Papers

- Time to Fly (pdf) (August 2018) provides travel managers views of the TMC value proposition distribution landscape.
- NDC Solutions White Paper (pdf) (Jan 2019) Overview of IT solutions using the NDC standard
Sellers/Agents in the room

Expedia Group
Skyscanner
TUI Group
WTMC
Aggregators in the room

Amadeus
Duffel Technology Ltd
PKFARE.com
Sabre
Travelport
IT Providers in the room

Amadeus
ATPCO
Datalex
Duffel Technology Ltd
Farelogix Inc.
InteRES GmbH
ITA Software by Google

Links Rez
Midoco GmbH
Navitaire
OpenJaw Technologies Ltd
pribas airline solutions GmbH
Sabre
Thomalex
... And from IATA

Andrew
Cecile
Claude
Ionut
Karina

Matt
Oana
Raphael
Shaunelle
Vanni

ADS
TP
IDP
On your mind – recurring themes

Voluntary Servicing
Involuntary Servicing
Version Upgrades
Lack of Common Types
Different Airline implementations
**Agenda – Day 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>11:00</td>
<td>Welcome and Introductions</td>
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<tr>
<td></td>
<td>- Welcome - IATA Miami Team</td>
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<td></td>
<td>- Who’s in the room</td>
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<td>- IATA Antitrust Provisions</td>
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<td>11:30</td>
<td>2019 Outlook</td>
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<td>- The NDC Program</td>
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<td>- The Standard, what's happening in 2019</td>
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<td>12:00</td>
<td>Lunch</td>
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<td>14:00</td>
<td>ONE Order focus</td>
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<td>- Findings from 2 ONE Order Pilots</td>
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<td>- ONE Order program, incl. certification</td>
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<td></td>
<td>- A Mid/Back Office perspective</td>
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<td>16:00</td>
<td>Leaderboard insights – part 1</td>
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<td>- SAS, SQ</td>
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<td></td>
<td>- Questions for the LB</td>
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<td>17:00</td>
<td>End of Day 1</td>
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<tr>
<td>18:30</td>
<td>Dinner</td>
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## Agenda – Day 2

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
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<tbody>
<tr>
<td><strong>NDC Implementation in The Americas</strong></td>
<td>9:00-11:00</td>
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<tr>
<td>– An IATA overview</td>
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<td>– Avianca</td>
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<td>– AA</td>
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<td>– ARC</td>
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<td><strong>Agency and Aggregator Implementation Experiences</strong></td>
<td>11:20-15:00</td>
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<tr>
<td>– Agent Identification Update</td>
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<td>– Thomalex - Resvoyage</td>
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<td>– Travelport</td>
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<td>– Midoco, LHG</td>
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<tr>
<td>– “On Your Mind”</td>
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<tr>
<td><strong>Implementing Servicing – Part 1</strong></td>
<td>15:00</td>
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<tr>
<td>– Setting the scene</td>
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<tr>
<td>– Servicing roadmaps</td>
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<tr>
<td>– A servicing demo</td>
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<tr>
<td><strong>Day 2 end</strong></td>
<td>17:00</td>
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## Agenda – Day 3

### Implementing Servicing – Part 2  
9:00-11:00
- Removing a passenger from an Order (split)
- Insights from a Schedule Change POC
- OrderChangeNotif delivery – Technical considerations

### Schema deep dive and Open Forum  
11:00-15:00
- NDC Schema – technical feedback
- Restoring Common Types
- Airline Profile
- "On Your mind"

### Final Words  
15:30
- A summary
- Next steps

### Meeting close  
16:00
Thank you

www.iata.org/ndc
www.iata.org/publications for subscription to NDC Hub
http://airtechzone.iata.org for Implementation topics