NDC Implementation with American Airlines

For
ResVoyage™
Corporate OBT
Thomalex Company Introduction

• Incorporated in 2004 with HQ in Miami, Florida
• Originally specialized in API, web services, multi GDS integrations
• Product and services for small and mid-sized TAs
• Approached by customers to develop a new generation of corporate OBT (simpler, flexible, cost effective)
ResVoyage™ Corporate OBT Overview

• Launched in 2018 with TMCs/TAs customers in the US, Canada, Europe and South America
• NDC implementation with American Airlines (2 Leaderboard airlines pipeline 1Q19)
• Specifically built by Thomalex for small and mid-sized TMCs and TAs
• Retail type of user interface to improve traveler satisfaction
• Easy to manage by administrators
• Very fast onboarding of corporations (in matter of hours, instead of days or weeks)
• Offering extended choice of air, car, hotel content (rail in 2Q2019)
• Offered in Asia-Pacific and Africa through an exclusive distribution partner
Original NDC Implementation Goals

• Satisfy existing and new customers demand for NDC content
• Provide seamless comparison between NDC and non-NDC content
• Show enriched content to our TMC customers
• Increase traveler overall shopping experience
• Provide specific AA content to our US based customers
• Advise our customer base about NDC benefits and its architecture
• Create new business opportunities for our ResVoyage OBT
TMC Reference Architecture – our vision
Experience with NDC Implementation with AA

Implement Shopping for Flights and Ordering with Deferred Payment
(IATA guide business functions)

- Implement basic shopping to order create process - Done
- Free seats (with frequent flyer) – Done
- Order change (add payment) – Done
- Chargeable seats – in progress
- Ancillaries – in progress
- Order change (other) – in progress
Current AA NDC Implementation
Example of merged display NDC + GDS
NDC implementation – findings (benefits)

• Simple to implement, understandable interface
• Advantages of using our own translation layer
  • Once it is implemented for one Airline, it is easier for the others
  • Easier management of different airline NDC versions
  • Aggregation of different NDC suppliers
  • Simplified integration of online booking tool
NDC implementation – findings (corporate)

• With NDC ResVoyage OBT provides:
  • Access to more services for TAs and TMCs (more customer focused)
  • Improved traveler experience and improved content for corporations
  • Traveler satisfaction with user interface similar to leisure consumer experience

• NDC + non-NDC (merge NDC and non-NDC content into same process flow)
  • For example, get AA content through NDC and all other airlines through GDS

• Appealing to TMCs using 3rd party providers such as Thomalex
  • Opportunity for content differentiation
NDC implementation – findings (onboarding)

• Onboarding recommendations for airlines
  • Describe any specifics in supplier specification process
    • Functionality available, flows, roadmap (aligned with implementation guide)
  • A library of more complicated use cases would be very helpful
  • Dedicated helpdesk/support for onboarding
  • Development time maybe be impacted by stability of test system
2 additional considerations (corporate)

• Corporate specific use case:
  • Approval flows
    • Approved
    • Rejected
    • Rejected + cancelled

• Identification
  • Agent
    • Party/Sender/TravelAgencySender/PseudoCity and Party/Sender/TravelAgencySender/AgencyID

• Corporate (airline rewards)
  • Party/Sender/CorporateSender/CorporateCodeTraveler

• Passenger Profile info
2 additional considerations (corporate)

• Corporate specific use case:
  • Approval flows: Approved
2 additional considerations (corporate)

- Corporate specific use case:
  - Approval flows: Rejected
2 additional considerations (corporate)

• Corporate specific use case:
  • Approval flows: Rejected and cancelled
Implementation – Potential gaps (corporate)

• Schema recommendation
  • Add approval status parameters: Pending, Approved, Rejected
    • OrderCreateRQ – maybe use OrderCreateParameters/Notices placeholder?
    • OrderChangeRQ - maybe use OrderChangeParameters/Notices placeholder?
    • OrderViewRS - maybe use Response/OrderViewProcessing/Notices placeholder?
ResVoyage demo with NDC
Q&A