Implementation Forum - 15

Alex Teixeira
Shaunelle Harris Drake
Vanni Sanvincenti

November 19, 2020
Who’s in the room?

24 November 2020
The organizations in the room?

- Aggregator: 13%
- Airline: 41%
- IT Provider: 6%
- Mid-back office provider: 7%
- OBT or SBT: 1%
- Other Seller/ Agent: 1%
- TMC: 1%

31%
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET
1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup

Afternoon 15:30 – 17:30 CET
1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/ OrderHistory demo
5. Leaderboard Airlines Spotlight/ Fireside chat
6. Interline updates
7. Wrapup
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.
Please feel free to ask questions throughout the meeting using the chat feature
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET

1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup
Dynamic Offers

The road to Customer-Centric Airline Retailing

Sébastien Touraine
IATA
Head - Dynamic Offers

IATA NDC Virtual Implementation Forum
Online - November 2020
IATA AIR Symposium 2019 – Dynamic Offers
Presenting airline’s aspirations and getting initial vendors alignment

Industry Roadmap

While the detailed roadmap for this transformation is still under development, IATA’s leadership role will include the following:

1. Advocate the move towards the vision.
2. Promote innovation and enable transition through standard recommendations.
3. Drive industry adoption.

The industry journey of offer creation:

1980 | 2000 | 2020

- Yield Management
- O&D & Revenue Management
- Merchandising
- Dynamic Offer

- Capacity control
- Yield based
- Free data sophistication
- Network optimization
- Revenue
- Dynamic Availability
- Ancillaries
- Fleet utilization
- Continuous Pricing
- Dynamic loading
- Total Offer Management

2019 Participating Vendors supporting the Dynamic Offers airlines vision

- TravelSky
- Sabre
- PROS
- Openjaw
- Lufthansa Systems
- New Technologies
- Interes
- Farelogix
- Datalex
- atco
- amadeus
- accelya

IATA
Video
Dynamic Offers
Leveraging 19.2 with simplified Offer Conditions structure
**Seller display: Offer Rules vs. Fares Category**

**19.2 Standard Update**

**Todays' Fares Categories not required**
Airline’s offer management internal business rules or information available elsewhere (e.g. calendar view)

<table>
<thead>
<tr>
<th>CAT 1</th>
<th>CAT 2</th>
<th>CAT 3</th>
<th>CAT 4</th>
<th>CAT 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>Day/time application</td>
<td>Seasonality</td>
<td>Flight Application</td>
<td>Advance Purchase</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAT 6</th>
<th>CAT 7</th>
<th>CAT 8</th>
<th>CAT 9</th>
<th>CAT 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum stay</td>
<td>Transfers</td>
<td>Stopovers</td>
<td>Combinability</td>
<td>Blackout Dates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAT 11</th>
<th>CAT 12</th>
<th>CAT 13</th>
<th>CAT 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackout Dates</td>
<td>Surcharges</td>
<td>Accompanied Travel</td>
<td>Travel Restrictions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAT 15</th>
<th>CAT 16</th>
<th>CAT 17</th>
<th>CAT 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Restrictions</td>
<td>Penalties</td>
<td>Higher Intermediate Point (HIPS)</td>
<td>Ticket Endorsement</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAT 19</th>
<th>CAT 20</th>
<th>CAT 21</th>
<th>CAT 22</th>
<th>CAT 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child/infant discounts</td>
<td>Agent discounts</td>
<td>Tour conductor discounts</td>
<td>Other discounts</td>
<td>Fare By Rule</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAT 27</th>
<th>CAT 28</th>
<th>CAT 29</th>
<th>CAT 30</th>
<th>CAT 31</th>
<th>CAT 32</th>
<th>CAT 33</th>
<th>CAT 34</th>
<th>CAT 35</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour conditions</td>
<td>Visit Another Country</td>
<td>Application text</td>
<td>Text</td>
<td>Voluntary Changes</td>
<td>Voluntary Cancels</td>
<td>Negotiated fares</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Offer Rules relevant to Seller**

- **Cat 5 Advance Purchase**: Previously supported feature which is catered using Time limits.
- **Cat 15 Sales Restrictions**: Previously supported feature which is catered for with Form of Payment, Currency etc.
- **Cat 8 Stopovers**: To advise the Seller of all the potential Stop over information along the selected itinerary.
- **Cat 31 Voluntary Changes**: To advise the Seller of all the potential change rules (if it's possible, the cost, and at what stage in your journey).
- **Cat 33 Voluntary Cancels**: To advise the Seller if this Offer Item has been negotiated and what type of Offer is being presented.
- **Cat 35 Negotiated fares**: To advise the Seller if this Offer Item has been negotiated and what type of Offer is being presented.

**Note:** Deposits and Groups are outstanding items for review at a later stage, if required by the industry.
Simplification from 19.2

Added a way for Airlines to send *programmatically readable* offers conditions *relevant* for the Seller

- Change / Cancel Conditions
- Conditions around Refundability
- Stopover Information
- Information on Negotiated Offers and the type of Offer returned

Available from 19.2
Thank you

Sébastien Touraine
touraines@iata.org
www.iata.org
Questions?
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET

1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup
SunExpress & Cathay Pacific
2020 so far

This is not going to be about COVID
Touchpoints throughout the journey, direct or in-direct, impacting the passenger’s experience

### Pre-Journey
- Inspire, Research and Browse
- Decide & Purchase
- Prepare to Travel

### On-Journey
- Travel to Airport
- Check In
- Security Check
- Wait for Flight
- Board Plane
- In-Flight
- Arrival and Baggage
- Travel to Destination
- Loyalty and Feedback

### Post-Journey

These ‘Moments of Truth’ in the Passenger Experience can be potential ‘Pain Points’ or ‘Delighters’

- Known and unknown traveler recommendations
- Omni-channel touchpoints
- Preferential recommendations
- Packages, shared offerings, bundles, discounts, promotions
- Flight Availability
- Schedule
- Compare Fare
- Seat Selection
- Airline Staff
- Confirmation
- Itinerary
- Packing
- Time
- Transportation
- Traffic
- Flight Status
- Time
- Parking
- Airport Entrance
- Signage
- Check-In
- Seat Selection
- Boarding Pass
- Bag Drop
- Personal Space
- Special Needs
- Airline Staff
- Security Screen
- Delays
- Food & Drink
- Lounge
- Destination Information
- Airport Seating
- Entertainment
- Communications
- Special Needs
- Airline Staff
- IROPS
- Cabin factor
- In-flight experience
- Service standards
- Curb-to-curb service
- Duty Free
- Wifi
- Last minute upgrades
- Arrival Time
- Deplane Time
- Carry-on Baggage
- Special Needs
- Security
- Directions
- Airline Staff
- Safety and Security
- Time
- Personal Space
- Lost Bags
- Baggage Cart/Porter
- Customs
- Personal messages
- Transport Availability
- Directions
- Traffic
- Est Arrival
- Notifications on trip changes
- Feedback
- Customers who have enjoyed
- Loyalty updates
- Discount on next flights/vacation
SunExpress Architecture draft
Based on the IATA NDC reference, modular and flexible / phase 1

Future stuff
Apps
Bots
GDS
Meta-search
OTA
TMC
Travel Agent

PSS API
TOMA
Pricing (Fares)
Pricing (Ancillaries)
Revenue Management

PSS NDC
NDC Aggregator

Customer 360 Platform
CRM
Service Cloud
CIAM / Customer Identity Management
Marketing Cloud
Sales Cloud

PSS
Revenue Accounting

Tools for NDC Developers

Security / Identity Management

B2C
B2B
Target Architecture - based on the IATA NDC reference and according to OneOrder
If you pick a product, make sure that
- it fits your brand
- your customer might need it
- It is presented the right way, at the right time
- Can be easily bought and paid for
- That it works in all channels
- it is a profitable product to sell
Thank you for your attention
An eventful time for Cathay Group and the industry

Political unrest in Hong Kong since mid 2019
COVID-19 outbreak
Capacity cut to single digit of 2019 level
Carrying unprecedented low level of passengers
Staff taking voluntary pay cut and/or unpaid leave

and just in the last month …

Cease our regional brand Cathay Dragon
But …

NDC implementation has never been stopped

Still prioritized and endorsed as a strategic project by Senior Management

Slow down on implementation has been experienced due to

- internal resource (unpaid leave, work from home etc.)
- partner resource
# NDC Feature Roll-out

<table>
<thead>
<tr>
<th>2019</th>
<th>2020 1H</th>
<th>2020 2H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple Book &amp; Ticketing</td>
<td>Order Change</td>
<td>BSP Settlement via IATA NDCLink (Q3-4)</td>
</tr>
<tr>
<td>CX/KA/Codeshare</td>
<td>Order Cancel/Refund</td>
<td>Interlines (Q4)</td>
</tr>
<tr>
<td>Open-jaw</td>
<td>Deferred payment</td>
<td>Seat Selection and Paid Seat (Q4)</td>
</tr>
<tr>
<td>Multi Destinations (Cities)</td>
<td>Fare Family Upsell (Same Cabin)</td>
<td>Order Change before ticketing (Q4)</td>
</tr>
<tr>
<td>Private/Corporate Fares</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lowest fare/Fixed day/Calendar Search</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit Card &amp; UATP Payment Option</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rich Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simplified fare rules</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Confidential and Proprietary Information
© Cathay Pacific Airways Limited and its subsidiaries
Partner Onboarding

Migrating Skyscanner from 15.2 to 18.1

Launching Kayak and CTM HK this quarter

Testing and setting up connections with multiple aggregators and selected agencies
SunExpress & Cathay Pacific

• Bringing Airline retailing to life
• Workflows, Error Management, Time Limits
• Identification
Offer Expiry Time Limit

The length of time an offer will persist in an airline’s offer management system for use in subsequent transactions. Upon expiry, the expectation is that the offer is no longer retrievable, and the shopping process must begin again. Note the presence of an Offer Time Limit does not indicate either a guarantee of price or inventory against a given Offer item within the Offer.

Payment Time Limit

This field is used to indicate the duration of time after Order creation that payment commitment is required for an order item, or a static datetime in which payment commitment is required. If the duration field has a value of 0 then instant payment at order create is required. If no value is returned, then no advice has been given.

For example:

- PaymentTimeLimitDuration: PT48H3M6S - shows the amount of time.
- PaymentTimeLimitDuration: PT0H0M0S - indicates instant payment is required.
- PaymentTimeLimitDateTime: 2018-01-01 – shows a static payment commitment date time

Price Guarantee Time Limit

The length of time the price of an offer item is guaranteed. In the absence of the price guarantee time limit, the price is not guaranteed. Upon expiry, the price may no longer be guaranteed and either a new shopping process should begin, or the offer should be repriced resulting in a new Offer.
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET

1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup
Certification Update

Implementation Forum
Standards address pain points

ATSB – towards schema stability

• Reintroduction of common types to address pain points from implementers v21.1, Mar 2021
• Transparent defects management, addressed Dec 2020
• Implementation guidance (documentation) ongoing
• Question? standards@iata.org
COVID Relief

Short Term Help
• 90-day extension to process renewals/expiration requests when accommodations are requested by the company

Short- and Medium-Term Help
• Pause the schema cycle
  • All schema versions from 17.2 will be available for certification in 2020 and 2021
  • From 2022 schema version cycle returns
• For dates on each version see document on www.iata.org/ndc under the Certification tab
Feedback for a stronger certification

• Provide direction on the must-haves
• Inspire confidence, stability and credibility in implementations
• Demonstrate increasing adoption
• Ensure best practices in implementations
• Validation/marketing of IT capabilities
Certification - a unique reboot opportunity

- An approach to help airlines reboot better
- Focus on end state of airline retailing using offers and orders only

- Enable Airlines and Sellers to see value creation on their journey to airline retailing
- Better visibility on how System Providers support players in the airline retailing ecosystem
Thank you!
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET

1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET

1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup
A look at 2020

5 Implementation forums in 2020

- 1 Face to face, January, 59 participants
- 4 Virtual Sessions, May, June, September, November, Between 165 – 250 participants

Virtual Implementation Forums will continue in 2021

24 November 2020
2021
The Airline Retailing Implementers Forum

What core topics would you like us to focus on?

*This question will also be a part of the post-forum survey*
Thank you to all our presenters in 2020

Airlines:
• American Airlines
• Air France/ KLM
• British Airways
• Cathay Pacific
• Condor
• Finnair
• Georgian Airways
• Gulf Air
• IAG
• Iberia
• Japan Airlines
• Lufthansa
• SAS
• SunExpress
• United Airlines

IT providers/ Aggregators:
• Aaron Group
• Amadeus
• Duffel
• Flightroutes24
• OpenJaw
• pribas
• Sabre
• SAP
• Sirena
• Thomalex
• TPConnects
• TravelNDC
• Travelport
• Verteil

Sellers/ TMCs:
• Clarity
• Click Travel
• Clyde Travel
• CTM
• Continent Express
• Dia Libre
• FCM
• Expedia

Mid Back Office (MBO):
• Midoco
• Tramada

Other:
• Deutsche Bahn

*In case we missed someone, sincere apologies. Please let us know so we can update the list.

24 November 2020
We had a strong TMC theme in 2020

TMC focus

• Outcome of Madrid 2019 Imp Forum
• Exec Summit
• MBO active participation
• SWAT Group: Focus on accelerating adoption of NDC by TMCs
• Corporates insights

Who presented on these TMC hurdles?

#1 – Amadeus (May)

#2 – Amadeus (May), Verteil (May), Demo - FCM, Sabre, United (Sep)

#3 – Demo - FCM, Sabre, United (Sep)

#4 – Pribas (May), Demo - FCM, Sabre, United (Sep), TravelNDC (Sep), Flightroutes24 (Sep)

#5 – Verteil (May)

#6 – Duffel (May), Panel - Getting OrderChangeNotif off the ground (Jun)

#7 – Duffel (May), Panel - Getting OrderChangeNotif off the ground (Jun)

#8 – Amadeus (May)
Adapting implementations

The presentations in 2020 showed how implementations are being adapted in the crisis
- The need for agile implementations
- The dependence on robust disruption handling
- Best is not just about the price

• New and temporary state requirements
  • Highlights the need for agility in tech stack
  • Medical ID
  • Reassurance attributes
  • Realtime visa requirements
• OCN and OrderHistory
• Vouchers in NDC
• Using sentiment data and TIMATIC to present relevant offers
2020 recap – IATA Topics

- Standard updates – what’s coming
- Certification changes
- Dynamic offers
- Corporate insights
- Interline updates
- Vouchers
- Settlement with Orders
- TIDS – solution for non-accredited IATA agents
Looking ahead…

What should we focus on for 2021?
What should we focus on for 2021?

(2020 feedback form available until 25 Nov)

Next Meeting mid-March
Afternoon
Implementation Forum - 15

Alex Teixeira
Shaunelle Harris Drake
Vanni Sanvincenti

November 19, 2020
Who’s in the room?
Who’s in the room?

- Aggregator: 11%
- Airline: 32%
- IT Provider: 42%
- Mid-back office provider: 3%
- OBT or SBT: 3%
- Other Seller/Agent: 4%
- TMC: 3%

24 November 2020
November 19 Virtual Implementation Forum

Morning 9:30 – 11:30 CET
1. Opening and Introductions
2. Dynamic Offers
3. Leaderboard Airlines Spotlight/ Fireside chat
4. Certification
5. Implementation learnings from a new entrant Aggregator
6. Wrapup

Afternoon 15:30 – 17:30 CET
1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/ OrderHistory demo
5. Leaderboard Airlines Spotlight/ Fireside chat
6. Interline updates
7. Wrapup
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.
Please feel free to ask questions throughout the meeting using the chat feature
November 19 Virtual Implementation Forum

Afternoon 15:30 – 17:30 CET

1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/OrderHistory demo
5. Leaderboard Airlines Spotlight/Fireside chat
6. Interline
7. Wrapup
Corporate Buyers Insights -

Business Travel context after 9 months into COVID-19
Corporates are looking at …

Factors to start booking business travel again
• Guarantee highest levels of biosafety
• Travel restrictions removed

New duty of care elements
• COVID-19 travel policy updates
• Tighter employee/traveler tracking procedures

Airlines key differentiators
• Availability of direct flights
• Cancellation/change flexibility and ticket conditions

Airline add-on services that will be most valued once travel resumes
• Pre-arranged seat selection
• Security fast lanes
Corporate travel will be limited in 2021

Percentage of corporate travel, against a normal period, that is planned for 2021

<table>
<thead>
<tr>
<th>Percentage of Travel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 90% remains in place</td>
<td>6%</td>
</tr>
<tr>
<td>Between 75 to 90%</td>
<td>11%</td>
</tr>
<tr>
<td>Between 50 to 75%</td>
<td>49%</td>
</tr>
<tr>
<td>Between 25 to 50%</td>
<td>23%</td>
</tr>
<tr>
<td>Between 10 to 25%</td>
<td>11%</td>
</tr>
<tr>
<td>Less than 10% of normal travel</td>
<td>11%</td>
</tr>
</tbody>
</table>

30% corporates expect traffic decrease by more than 75% next year (vs 2019 baseline)

This is a strong deterioration vs previous study

Source: IATA COVID-19 relief: Corporate Travel Management Survey
The main blockers are biosafety and border closures

Ranking of key requirements necessary to restart business travel

1. Guarantee highest levels of bio safety
   - 37% Strongly agree
   - 57% Somewhat agree
   - 3% Somewhat disagree

2. Remove border closures and quarantines
   - 34% Strongly agree
   - 49% Somewhat agree
   - 11% Somewhat disagree
   - 6% Strongly disagree

3. Build a framework for corporate liability
   - 23% Strongly agree
   - 51% Somewhat agree
   - 20% Somewhat disagree
   - 6% Strongly disagree

4. Rebuild appetite for flying as key driver to economic prosperity
   - 14% Strongly agree
   - 46% Somewhat agree
   - 26% Somewhat disagree
   - 14% Strongly disagree

Source: IATA COVID-19 relief: Corporate Travel Management Survey
What buyers have on their mind

1. After 9 months into COVID-19 there is confidence in Air travel. Corporate buyers recognise the efforts of the airlines and IATA to help this along.

2. A vaccine combined with the removal of quarantines will allow restart of travel.

3. Highest levels of biosafety, together with audit protocols being applied to the entire customer journey experience is key.

4. These protocols need to be applied by and aligned across all parties across the entire travel chain in order to accelerate restart

5. They believe in “strategic partnerships” - basically, the idea of working together with other industry bodies (e.g. WTTC...) and health institutions in developing a common approach to the restart to travel.

6. Face covering, and masks are important. Corporations would expect no catering on short haul flights, to reduce risks even further.

7. Corporate buyers believe that leisure travel will restart faster.

8. Business travel will take more time to ramp up because of the need to align and involve many more partners across the entire experience (Shop, Order, Travel).

9. There is a liability for corporates towards their travellers.
November 19 Virtual Implementation Forum

Afternoon 15:30 – 17:30 CET

1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/OrderHistory demo
5. Leaderboard Airlines Spotlight/Fireside chat
6. Interline
7. Wrapup
Implementation learning from an OBT and their TMC and airline partner
Afternoon 15:30 – 17:30 CET

1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/ OrderHistory demo
5. Leaderboard Airlines Spotlight/ Fireside chat
6. Interline
7. Wrapup
November 19 Virtual Implementation Forum

Afternoon 15:30 – 17:30 CET

1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/OrderHistory demo
5. Leaderboard Airlines Spotlight/ Fireside chat
6. Interline
7. Wrapup
American Airlines
& Finnair
Shawn Zeak
Sr. Manager, NDC Product Planning
November 19, 2020
Where are we?

- 100’s of users across the globe
- Loyalty Recognition
- Bundles
- OCN for Involuntary changes
- ARC/BSP Reporting
- Version 17.2
  - Working on closing servicing gaps
    - True Order Reshop
    - Order Reshop using residual value
Why is NDC important to us?

Brings American closer to the end traveler
Places American’s products on more shelves
Revenue Opportunities
  • Merchandizing & Upsell
  • Personalization (based on corporate ID, loyalty or preferences)
  • Dynamic offers
Support innovators and new distribution channels
Sets us up for ONE Order
Enhancing Customer Experience

The core of our NDC strategy is to make all of American’s products and services available wherever our customers choose to shop.
Finnair NDC
Current Capabilities

• Flight Shopping
  • Public/Private fares
  • Fare conditions and fare benefits

• Ancillary Shopping
  • Bags, Meals, Seats, Wi-Fi
  • Bundles

• Reservation Servicing
  • Full/Partial Refund
  • Exchange (Add/Remove/Change bound)
  • Split Order

• Airline Profile

• Loyalty recognition and benefits

• Involuntary changes notification (OCN)

• Payment methods
  • Instant/deferred payments
  • Cash/Credit Card (3DS support)

• BSP Reporting/Settlement
Finnair NDC
Looking towards the Future of Retailing

• For the partners/sellers
  • OrderHistory, OrderList
  • Extensive work on the OCN cases
  • Additional private fares (IT/BT) support
  • ARC Reporting
  • Agency UI

• For the customers
  • Voluntary after involuntary
  • Exchange before ticketing (deferred payment use case)
  • Clearer Fares conditions
  • Rich media support
  • Loyalty benefits enhancements (pay by points, …)

• For Finnair
  • Looking into various flavours of Dynamic Pricing
  • Extensive work on monitoring, configuration, and customization tools to enhance the NDC experience and ease its adoption (sandbox access, documentation, …)
  • Streamlined Fare structure (including conditions and benefits)

NDC is only the beginning.

Full retailing capabilities are yet to be seen.
American Airlines & Finnair
**Offer Expiry Time Limit**

The length of time an offer will persist in an airline’s offer management system for use in subsequent transactions. Upon expiry, the expectation is that the offer is no longer retrievable, and the shopping process must begin again. Note the presence of an Offer Time Limit does not indicate either a guarantee of price or inventory against a given Offer item within the Offer.

**Payment Time Limit**

This field is used to indicate the duration of time after Order creation that payment commitment is required for an order item, or a static datetime in which payment commitment is required. If the duration field has a value of 0 then instant payment at order create is required. If no value is returned, then no advice has been given.

For example:

- PaymentTimeLimitDuration: PT48H3M6S - shows the amount of time.
- PaymentTimeLimitDuration: PT0H0M0S - indicates instant payment is required.
- PaymentTimeLimitDateTime: 2018-01-01 – shows a static payment commitment date time

**Price Guarantee Time Limit**

The length of time the price of an offer item is guaranteed. In the absence of the price guarantee time limit, the price is not guaranteed. Upon expiry, the price may no longer be guaranteed and either a new shopping process should begin, or the offer should be repriced resulting in a new Offer.
November 19 Virtual Implementation Forum

Afternoon 15:30 – 17:30 CET

1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/ OrderHistory demo
5. Leaderboard Airlines Spotlight/ Fireside chat
6. Interline
7. Wrapup
High level status on current and future Interline activities and enhancements

November 2020
Enhance interline framework to support new types of partnerships

2019
Shaping the Interline framework with Offers and Orders

2020
Focus on the current environment and capabilities

2021
Continue the work to develop the Interline framework with Offers and Orders and enable new types of partnerships
Reinvigorating Multilateral Interline Framework

At the direction of IATA Board of Governors, Airlines and System Providers have worked with IATA on a short-term work package focused on:

- Standards and Multilateral Agreements
- IATA Services
- Education and awareness

www.iata.org/interline

Join and benefit from the Repository of Interline Information

Hosting 110+ Airlines
What comes next

- Standards work will continue under the Interline Group, overseen by the Distribution Advisory Council

- The 2021 activities will be built on the following pillars:

  - Standards
  - Advocacy
  - Education and awareness
Standards development continues in 2021 in the Interline Group

<table>
<thead>
<tr>
<th>Interline Group</th>
</tr>
</thead>
</table>
| **Interline Framework**  
(MITA, SRSIA)       |
| • Adoption of the new interline Retailer Supplier Framework (SRSIA) by Standards Conference |
| • Second proposal submitted for adoption to Standards Conference for the updated MITA |
| **Interline functional standards** |
| • Functional standards (Offer and Order) involving Implementation Guide and schemas developed and adopted starting from 21.2 + releases |
| **Intermodal** |
| • Common working framework established with UIC (Rail trade association) and its members |
| • Main requirements and use cases identified and detailed |
Thank you
November 19 Virtual Implementation Forum

Afternoon 15:30 – 17:30 CET
1. Opening and Introductions
2. Corporate views
3. Implementation learnings from an OBT with TMC and Airline partner
4. An OCN/OrderHistory demo
5. Leaderboard Airlines Spotlight/ Fireside chat
6. Interline
7. Wrapup
A look at 2020

5 Implementation forums in 2020

• 1 Face to face, January, 59 participants
• 4 Virtual Sessions, May, June, September, November, Between 165 – 250 participants

Virtual Implementation Forums will continue in 2021

24 November 2020
2021

The Airline Retailing Implementers Forum

What core topics would you like us to focus on?

*this question will also be a part of the post-forum survey

24 November 2020
Thank you to all our presenters in 2020

**Airlines:**
- American Airlines
- Air France/ KLM
- British Airways
- Cathay Pacific
- Condor
- Finnair
- Georgian Airways
- Gulf Air
- IAG
- Iberia
- Japan Airlines
- Lufthansa
- SAS
- SunExpress
- United Airlines

**IT providers/ Aggregators:**
- Aaron Group
- Amadeus
- Duffel
- Flightroutes24
- OpenJaw
- pribas
- Sabre
- SAP
- Sirena
- Thomalex
- TPConnects
- TravelNDC
- Travelport
- Verteil

**Sellers/ TMCs:**
- Clarity
- Click Travel
- Clyde Travel
- CTM
- Continent Express
- Dia Libre
- FCM
- Expedia

**Mid Back Office (MBO):**
- Midoco
- Tramada

**Other:**
- Deutsche Bahn

*In case we missed someone, sincere apologies. Please let us know so we can update the list.*
We had a strong TMC theme in 2020

TMC focus

• Outcome of Madrid 2019 Imp Forum
• Exec Summit
• MBO active participation
• SWAT Group: Focus on accelerating adoption of NDC by TMCs
• Corporates insights

Who presented on these TMC hurdles?

#1 – Amadeus (May)
#2 – Amadeus (May), Verteil (May), Demo - FCM, Sabre, United (Sep)
#3 – Demo - FCM, Sabre, United (Sep)
#4 – Pribas (May), Demo - FCM, Sabre, United (Sep), TravelNDC (Sep), Flightroutes24 (Sep)
#5 – Verteil (May)
#6 – Duffel (May), Panel - Getting OrderChangeNotif off the ground (Jun)
#7 – Duffel (May), Panel - Getting OrderChangeNotif off the ground (Jun)
#8 – Amadeus (May)
Adapting implementations

The presentations in 2020 showed how implementations are being adapted in the crisis

- The need for agile implementations
- The dependence on robust disruption handling
- Best is not just about the price

- New and temporary state requirements
- Highlights the need for agility in tech stack
- Medical ID
- Reassurance attributes
- Realtime visa requirements
- OCN and OrderHistory
- Vouchers in NDC
- Using sentiment data and TIMATIC to present relevant offers
2020 recap – IATA Topics

- Standard updates – what’s coming
- Certification changes
- Dynamic offers
- Corporate insights
- Interline updates
- Vouchers
- Settlement with Orders
- TIDS – solution for non-accredited IATA agents
Looking ahead...

What should we focus on for 2021?

*this question will also be a part of the post-forum survey
What should we focus on for 2021?

(2020 feedback form available until 25 Nov)

Next Meeting mid-March