



NDC Implementation Forum

15th -16th May 2018
Montreal



Finnair NDC Development



JAN 2017:
Skyscanner
Germany

JUN 2017:
IATA NDC
Level 3
certification
(16.1)



SEP - OCT 2017:
Bags & Seats
activation on
Skyscanner
NDC
Hackathon
Paris



APR 2018
Travelfusion
Merchandising tool



MAR-MAY 2017:
20 Skyscanner
markets (US,
UK, SG, HK etc)



AUG 2017:
Chatbot
Finn in
Global FB
messenger
platforms
NDC
Hackathon
Silicon
Valley

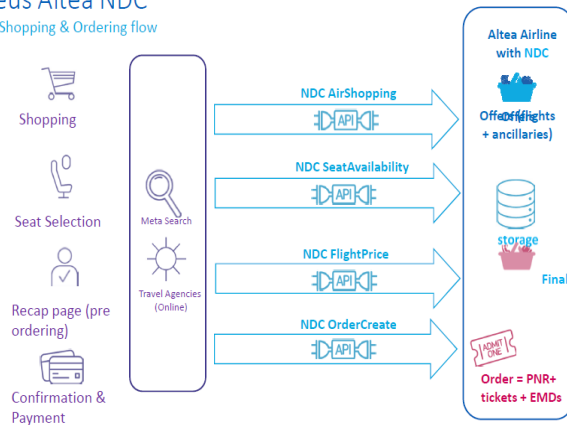


DEC 2017
Qunar go
live
Sandbox
live

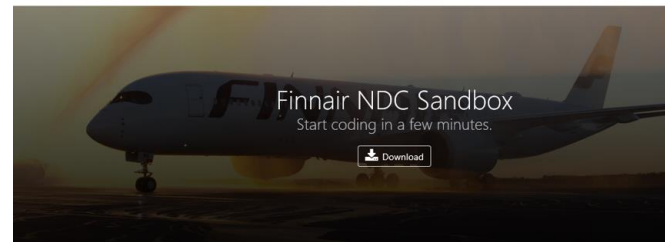
MAY 2018
PKFare



Amadeus Altéa NDC High Level Shopping & Ordering flow



<http://developer.finnair.com>



Value proposition of NDC

- ✓ Rich content
- ✓ Enhanced merchandising capabilities
- ✓ Speed to market
- ✓ New sales channels



Finnair is member of IATA NDC Leaderboard

Use cases & focus areas



2017 - 2018



New channels
(bots,
messengers,...)

Meta Players/
OTA



2017 - 2018

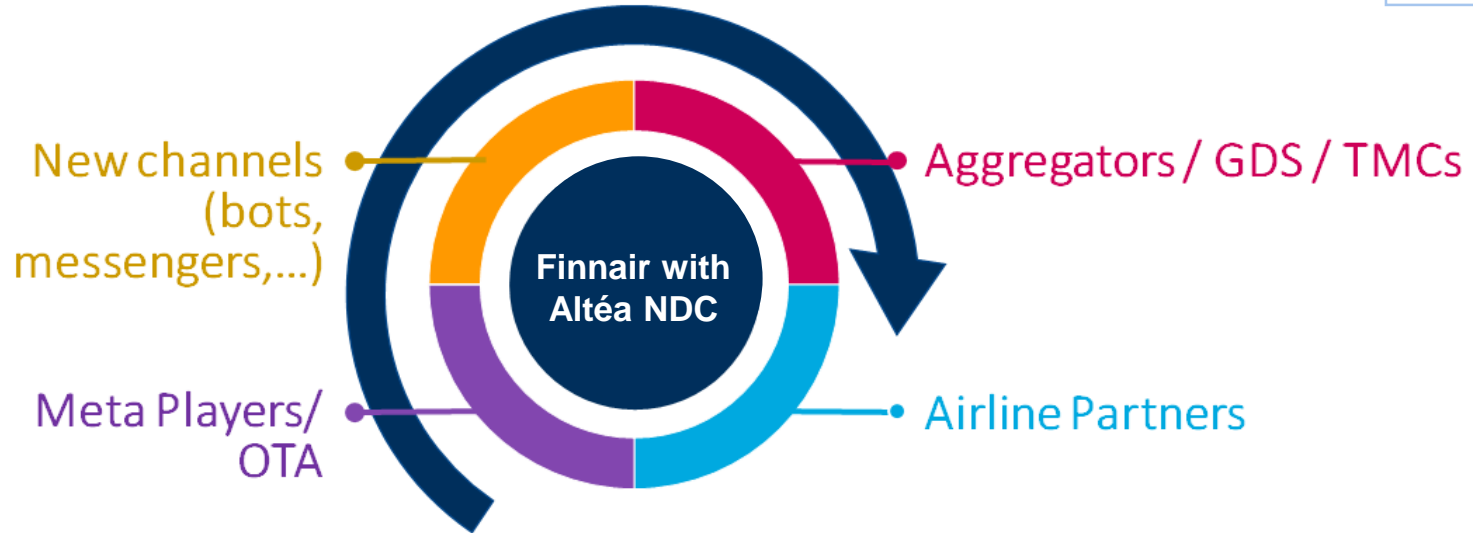
2018 - 2020

Aggregators / GDS / TMCs

Airline Partners



2018 - 2020



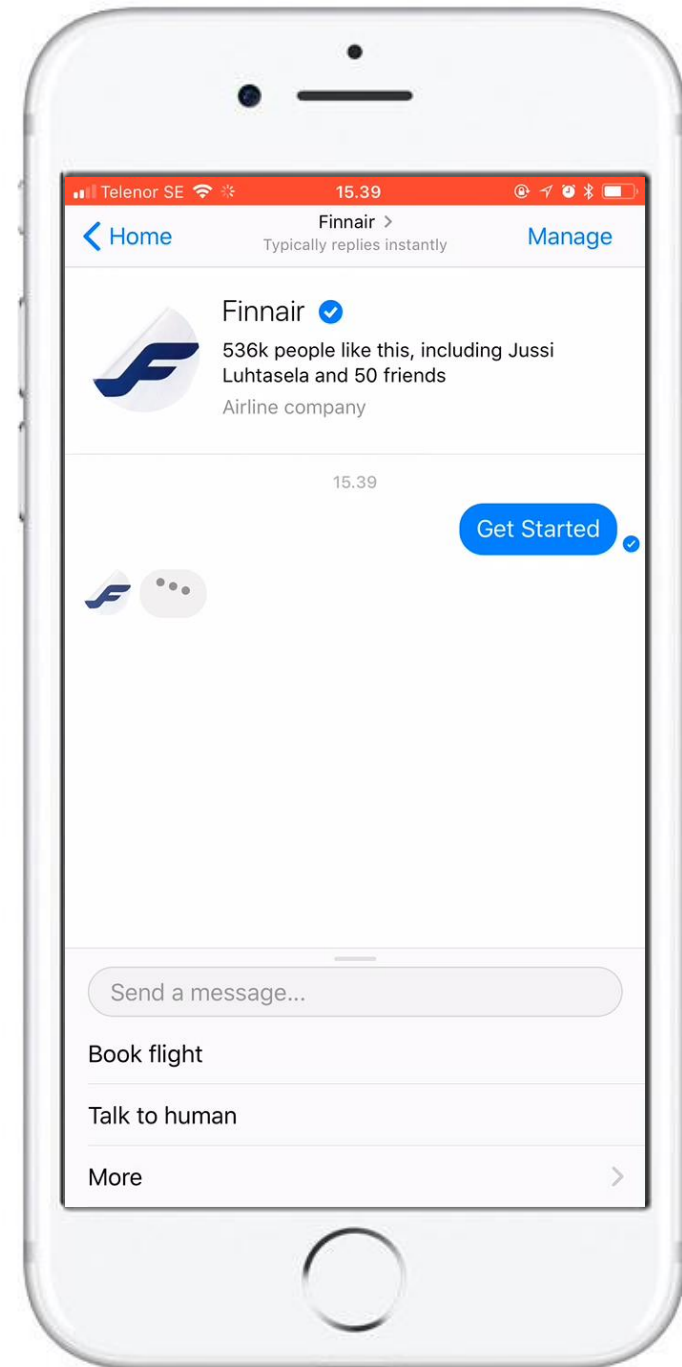
Meet Finn

Our Goals:

- ✓ Technology demonstrator
- ✓ Work with a startup on NDC
- ✓ Build an awesome chatbot

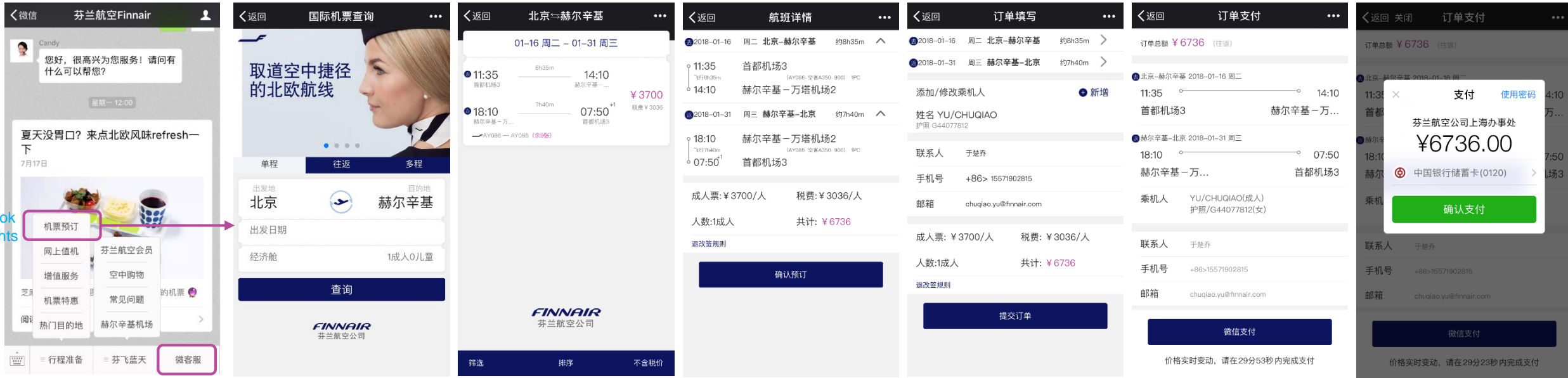


POWERED BY
(caravelo)



FINNAIR

Finnair WeChat: sells tickets directly via WeChat with WeChat Pay



Customer service



Selling ticket directly via Finnair WeChat Official Account:

- Product name: WeAir
- IT provider: TravelSky



Tickets were issued on the launch day



Thank you – Kiitos!



FINNAIR