



# Learnings from a TMC Implementation

**Mark Kosikowski Manager, Commercial Distribution  
Product Distribution**

**May 2019**

# Overview

- Learnings from a TMC Implementation
  - Positive
  - Challenges



# Positive (Specific to Air Canada)

## NDC

100% Content Guarantee

Synchronous flight results and pricing

Fare Brand shopping

North America Economy Basic

Ancillary products (Lounge/On My Way/On Board Café)

NTP Promo codes

eUpgrades

Flight Pass

Corporate Rewards

Rich Content

Debit Memos

Synchronous PNRs

Automated schedule change



# The End Results – a peak into Encore interface

## Book

Our booking tool is simple, beautiful, and powerful, with the most content of any booking tool on the market. Your people will love it, and they won't want to use anything else.

The screenshot displays the Encore booking interface with the following components:

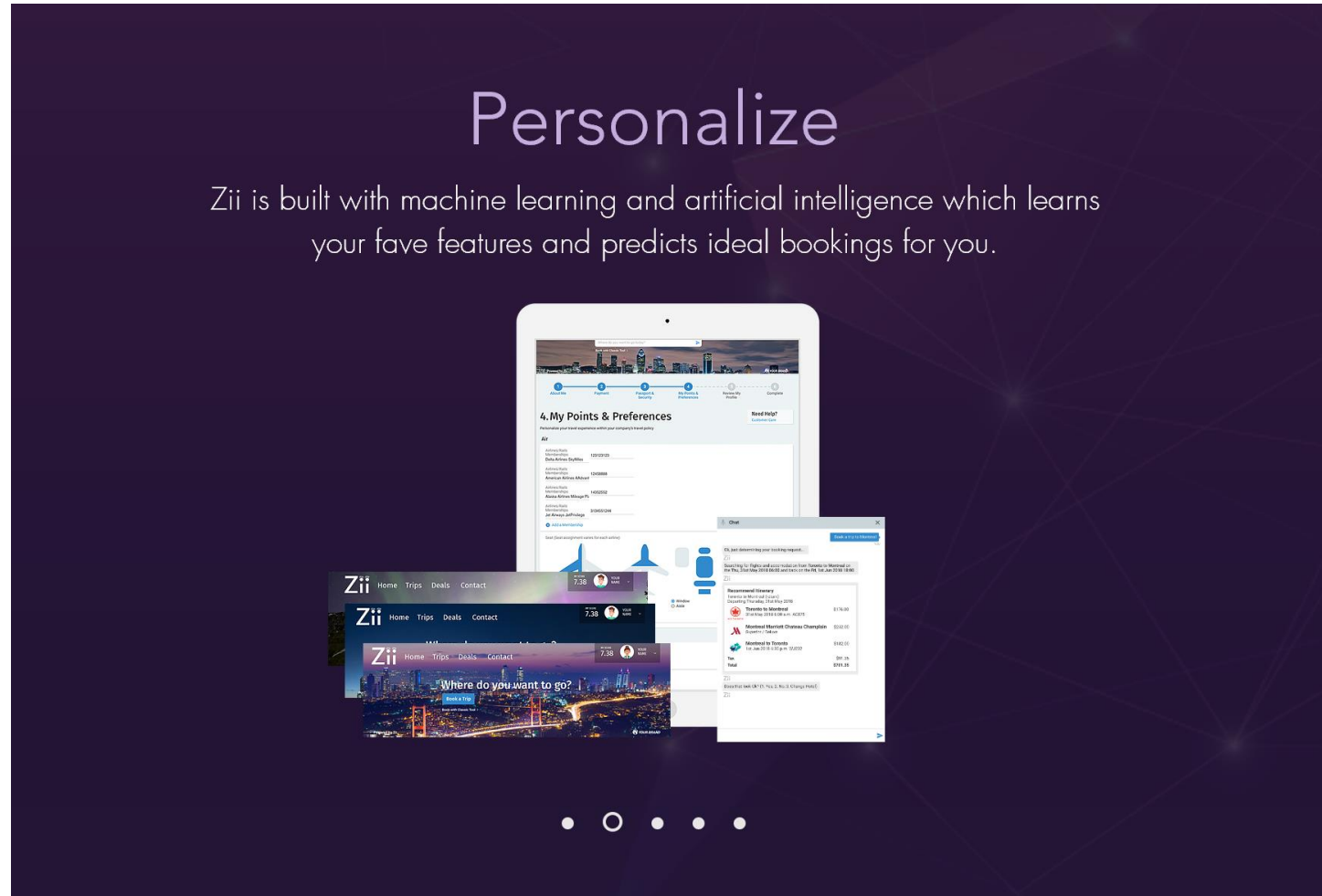
- Search Results:** Shows 43 Hotels, 4 Airlines, and 2 Cars. A map of the United States is visible, with 43 hotels marked. Below the map, there are tabs for Airlines (4), Hotels (43), and Cars (2).
- Internal Reviews & Comments:** A section showing a 7.9 rating (Good) based on 10 reviews. It includes a comment from M. Porrao: "Can easily rent rooms for meetings. Excellent fitness center!" and a comment from Caroline Marciano: "Rooms are so comfortable! Love the included breakfast and free parking."
- Reviews of TripAdvisor:** A section showing a 6.9 rating (Good) based on 10 reviews. It includes a comment from M. Porrao: "Can easily rent rooms for meetings. Excellent fitness center!" and a comment from Caroline Marciano: "Rooms are so comfortable! Love the included breakfast and free parking."
- Airlines with Negotiated Corporate Rate:** A list of airlines with their respective scores and savings:
  - Air Canada:** +1% New Score: 83%, Save Up to 8% Off
  - Swiss:** +1% New Score: 83%, Save Up to 5% Off
  - British Airways:** +1% New Score: 83%, Save Up to 15% Off



# The End Results

## Personalize

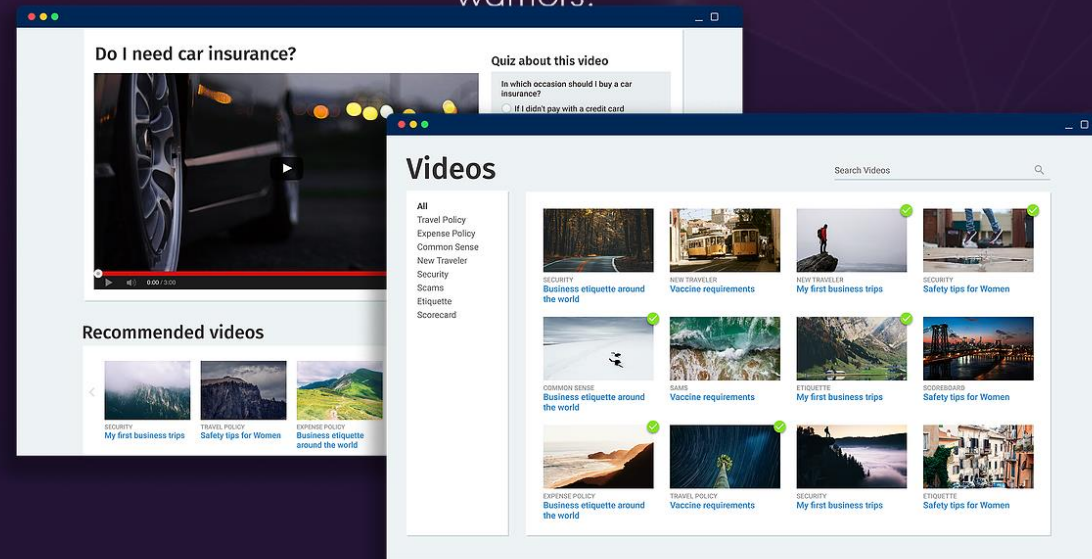
Zii is built with machine learning and artificial intelligence which learns your fave features and predicts ideal bookings for you.



# The End Results

## Communicate

Zii includes a suite of customizable videos, on subjects ranging from your specific travel policy to tips and tricks for new and experienced road warriors.



# Challenges

- Although we have common agreed upon Standard the commercial implementation of NDC varies
- Some airlines have implemented different versions of NDC
  - No one true standard
- No standard across the trade (Cars, Hotels etc...)
- No interlining
- Number of Fare Brands
- Mark Ups – Not clearly defined in NDC
- Concern over response times
  - Large amounts of data



# Positive

- A common agreed upon Standard
- Ability to access full content
  - Fare Brands
  - Ancillaries
  - Differentiated content
- Support the merchandising and retailing strategy as seen on airline.com
- Customers behaviors and expectations have evolved and NDC delivers expected results
- No longer require agents to work in multiple platforms
- Counted into overall sales
- Possibility of strong commercial relationships





# Summary

\

- NDC allows TMC now the ability to Merchandise and retail and meet with customers demand
- Encore made the decision to connect to Air Canada because of NDC and simplified dev efforts due a Industry Standard
- Work flow for agents now optimized as API content is now available in agent desk top
- The investment for dev efforts on API will drive value to their end customers.

