



New Distribution Capability (NDC)

Enhancing Business and Leisure Travel

TTI Business and Leisure Come Together,
London, 19 September 2017



NDC Basics

BE - A real example

Hold luggage

Add hold luggage for a 55% saving over airport rates: a £40 rate applies to non-booked baggage.

Hold luggage prices are per person per sector.



Mr Peter Baelish

46kg* 23kg 15kg None

* 46kg in total with a single bag limit of 30kg, up to 2 bags in total, or 1 bag and 1 golf club bag

Next
Select seats

Basket

Currency: GBP

Booking for 1 adult

Outbound

Mon, 11 Dec, 08:30

SOU to GCI

Just fly £77.30

Return

Thu, 14 Dec, 13:25

GCI to SOU

Just fly £52.28

Baggage £48.00

Paying by:

Debit Card Free

Total £177.58

All prices stated include all taxes, fees and charges.

Taxes

Fare rules

From BE website,
I can buy ancillaries
easily

BE - A real example

The screenshot displays a flight booking interface with three main panels. The left panel, titled 'Seats', shows flight details for an outbound journey on Mon, 11 Dec from Southampton to Guernsey, and a return journey on Thu, 14 Dec from Guernsey to Southampton. The middle panel, 'Select seats', shows a passenger list with '1 Peter Baelish' and a seat map for the 'Front' cabin. The seat map shows a 3-3 configuration with seats 1E, 2E, 3E, and 4E highlighted in yellow. The right panel, 'Basket', shows the booking details for 1 adult, including the outbound and return flights, and the total price of £177.58.

Seats

Select seats to sit with companions and group

Outbound
Mon, 11 Dec
Southampton - Guernsey

Mr Peter Baelish

Select seats

Return
Thu, 14 Dec
Guernsey - Southampton

Mr Peter Baelish

Select seats

Select seats

Southampton to Guernsey

Passengers

1 Peter Baelish

Key

- Standard £6.00
- Extra leg room £15.00
- Not available
- Emergency exit
- Selected

Front

A C Aisle D F

1 E E E E

2 E E E E

3 1 E E E E

4 E E E E

5 E E E E

6 E E E E

7 E E E E

8 E E E E

9 E E E E

10 E E E E

11 E E E E

Cancel Select seats

Basket

Currency: GBP

Booking for 1 adult

Outbound

Mon, 11 Dec, 08:30

SOU to GCI

Just fly £77.30

Return

Thu, 14 Dec, 13:25

GCI to SOU

Just fly £52.28

Baggage £48.00

Paying by

Debit Card Free





Total £177.58

All prices stated include all taxes, fees and charges.

Taxes Fare rules
Baggage rules Price breakdown

- Rich content
- Options
- Select what is appropriate

BE - A real example

Long Stay  More information	<ul style="list-style-type: none">• A complimentary shuttle bus to/from Terminal• Guaranteed space - On Airport - Safe and Secure• Bus Frequency 7-8 minutes	£42.50 Add this parking
Short Stay Special  More information	<ul style="list-style-type: none">• A short walk to/ from the Airport Terminal.• Guaranteed space - On Airport - Safe and Secure.	£61.00 Add this parking
Short Stay Priority Parking   More information	<ul style="list-style-type: none">• Guaranteed GROUND FLOOR PARKING. Park and walk to terminal in a matter of seconds. WIDER BAYS. Next to the Terminal.• Includes FREE Priority Security (2 people).• Guaranteed space - On Airport - Safe and Secure	£110.00 Add this parking

I can add:

- Bags
- Seats
- Parking
- More

BE - A real example

Payment method

Personal information protected and encrypted

thawte

The best price available includes a discount and is available when paying with Visa Debit/Delta.

Credit or debit card

13 to 19 digits

Payment method fees by card type

Cardholder's name

As shown on card

Expiry date

Security code

The 3 digit number printed on the back of the card

123

Your trip to Guernsey

Trip details

Mon 11 Dec 2017

Departure

08:30 - Southampton (SOU)

09:15 - Guernsey (GCI)

Flybe · Direct

0h 45'

Thu 14 Dec 2017

Return

13:25 - Guernsey (GCI)

14:10 - Southampton (SOU)

Flybe · Direct

0h 45'

Passengers

Jon

Services

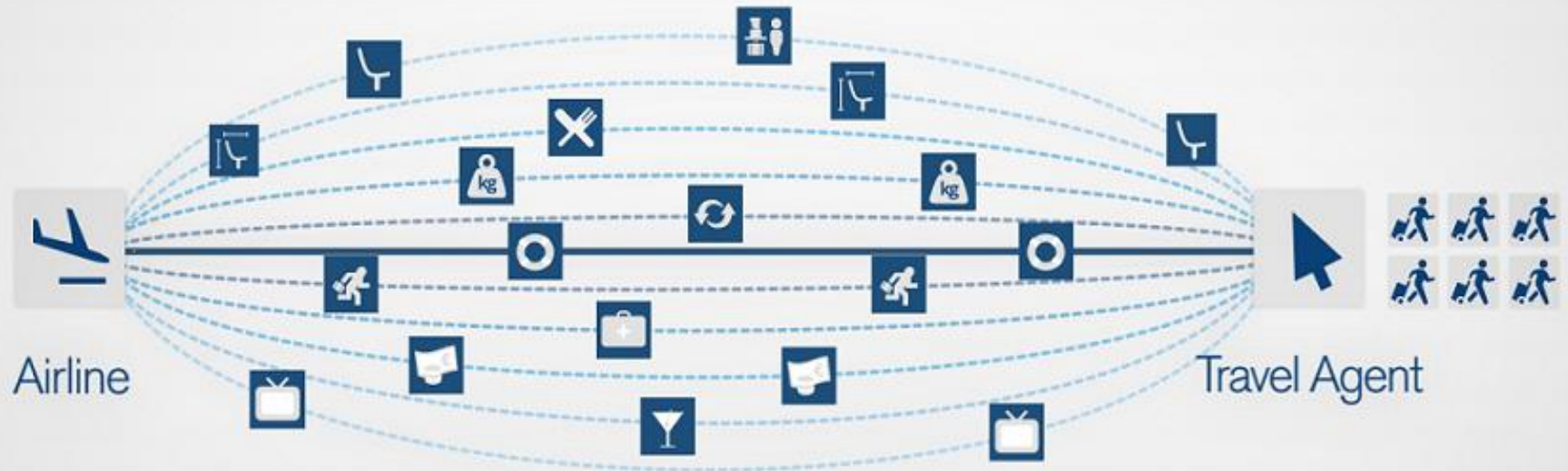
1 piece of check-in baggage added

Flexible Travel Dates

Meanwhile on a well known OTA. The same flights and at the point of payment. Only bags offered, no seats or parking

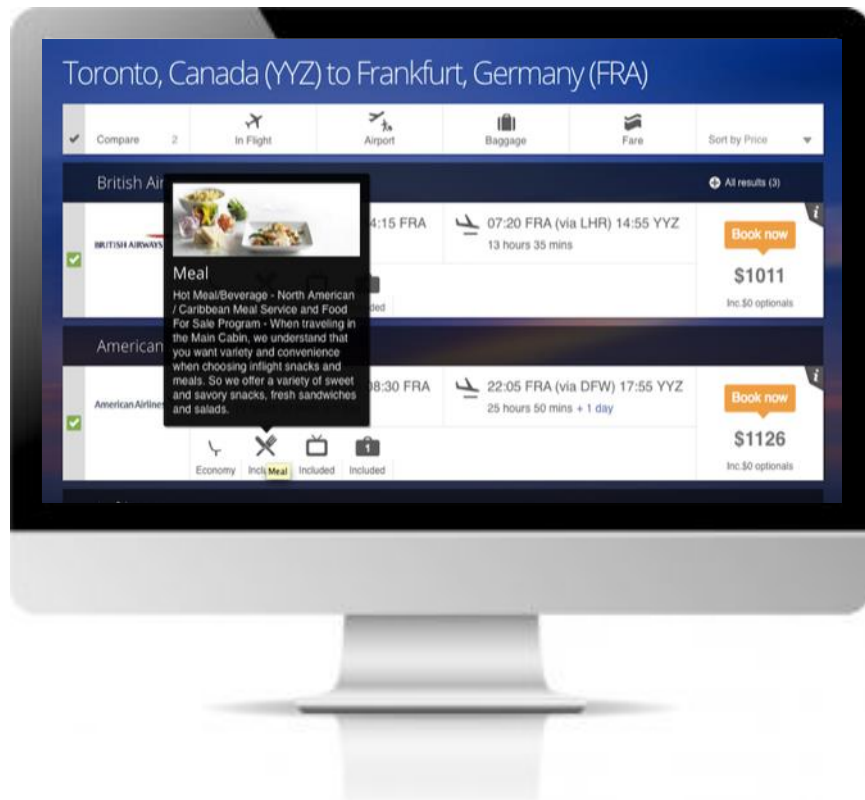
LESS REVENUE FOR AIRLINE and AGENT

NDC is about giving travel agents the same capability as airline web sites



Together, let's build airline retailing.

-



Why NDC?

To modernise the way air products are retailed to travel agents, corporations and travellers.

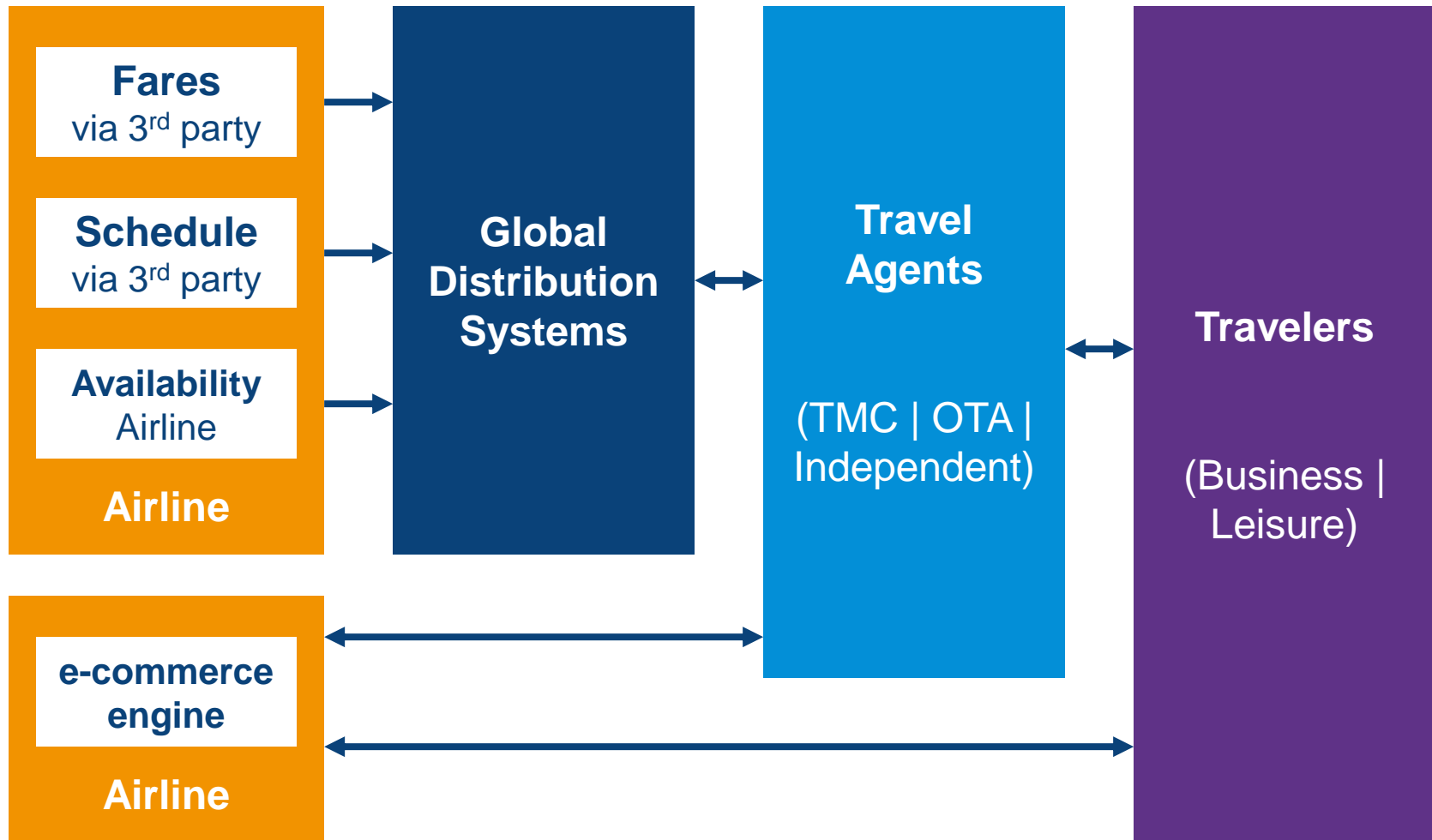
What is NDC?

A travel industry-supported program for the development and adoption of a new data transmission standard.

Who will benefit from NDC?

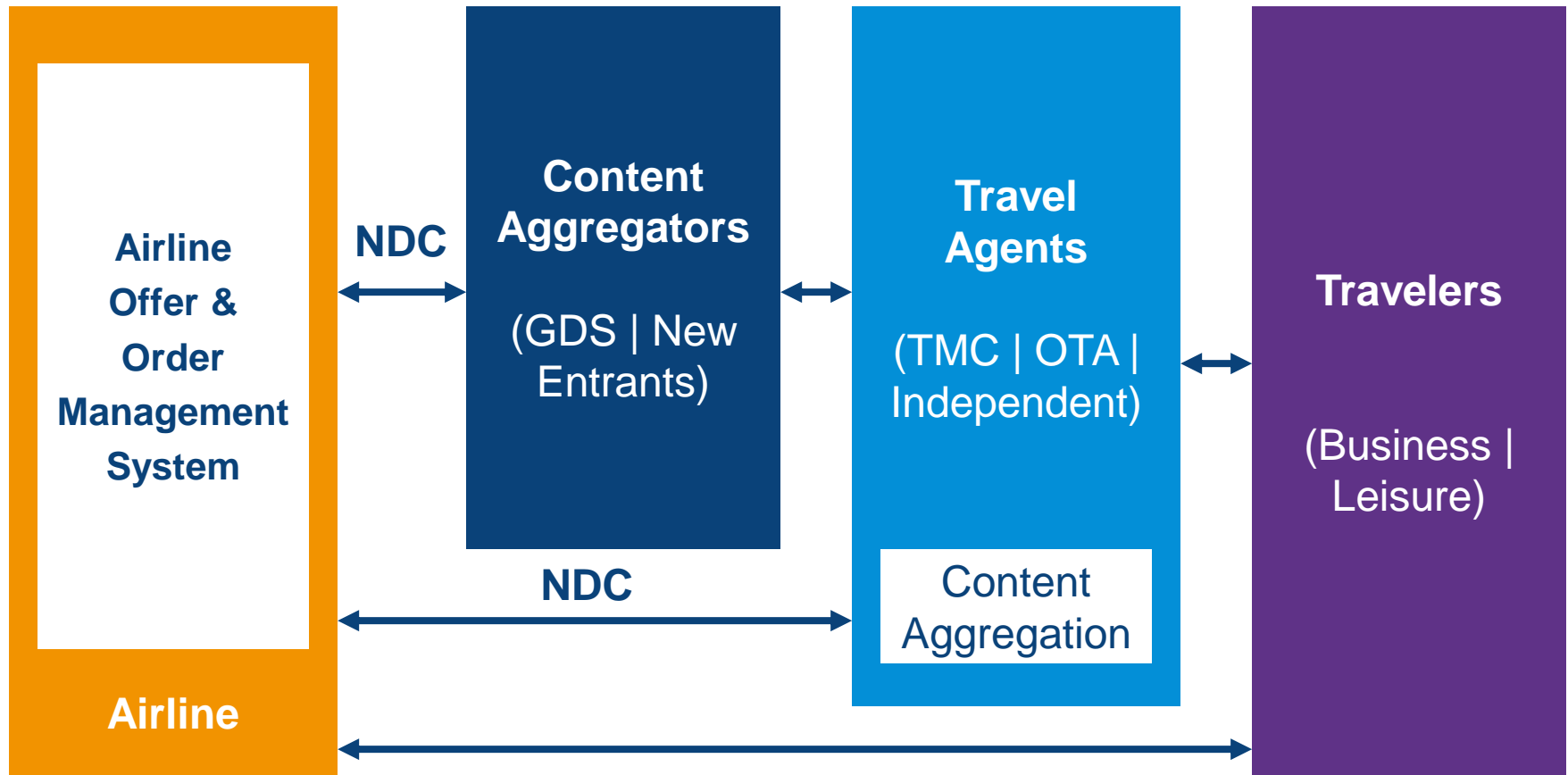
- Full-service and low-cost airlines
- Content aggregators and travel agents
- Corporate buyers and travellers

How Flight Distribution Worked



Current distribution capability limits innovation

How Airline Retailing Works



Industry standard brings lower cost, innovation, ease-of-comparison and interoperability

NDC Program Today

NDC in the press



And The First NDC-Certified TMC Is ... W Travel

New York-based W Travel this month staked its claim as the first corporate travel management company to achieve New Distribution Capability certification from the International Air Transport Association.

Click Travel introduces new BA booking connection

Rob Gill Tue, 25 Jul 2017 10:27

0 comments

Follow @GB1_online { 5,275 followers }

Click Travel has introduced a new NDC-based connection with British Airways which will allow clients to avoid BA's proposed fee for bookings through the GDS.

The technology-based TMC said that this new connection would make BA and Iberia content available through Click's booking tool, Travel Cloud.



HRG at forefront of New Distribution Capability with integration of British Airways content

May 25, 2017

HRG, the Global Travel Management division of Hogg Robinson Group, confirms its place at the forefront of New Distribution Capability (NDC) by announcing its plan to integrate British Airways NDC content.

Bill Brindle, CIO at Hogg Robinson comments: "We are delighted to confirm that HRG is at the forefront of new distribution. We have developed an Omni-Channel strategy to include direct connections with our preferred airline partners. We predicted change in travel distribution several years ago and have been making plans and taking action to prepare for it ever since. We are very proud to have been the first major TMC to be involved at the heart of developments surrounding IATA NDC with British Airways. We have helped to guide and deliver insight and have prepared ourselves and our clients for future change. These changes are happening now."

EXPERT Q&A

American Adds Incentives to NDC Adoption

By Michael B. Baker / June 28, 2017 / Contact Reporter



American Airlines will enact an incentive program to encourage travel agents and content distributors to connect via New Distribution Capability methods. American partner British Airways announced a decidedly different approach few weeks ago in which bookings through global distribution systems will include a surcharge beginning Nov. 1. American, though, is banking that the promise of financial incentives and enhanced content and services will prompt more nuanced NDC integrations with agents and content distributors than it has developed thus far. American Airlines VP of sales and distribution

Concur strengthens its travel offering with NDC capability



Alistair Kent | May 25, 2017

May 25th 2017, Maidenhead, UK – Concur, the world's leading provider of integrated travel and expense management solutions and services, will strengthen its travel offering by adding British Airways and Lufthansa's new distribution capability (NDC) content in Concur Travel.



PwC Pipes In Flybe Corporate Fares In Multi-Party NDC Effort

In February, U.K.-based regional carrier Flybe proclaimed itself "the first airline in the world to successfully implement the New Distribution Capability standard to the entire value chain of business travel industry stakeholders." The airline had successfully piped negotiated corporate fares to client PwC through the KDS booking tool. It did so in conjunction with aggregator Travelfusion, travel management company HRG and Flybe's passenger services system provider Hewlett Packard Enterprise, which was renamed DXC Technology this month.



Sabre to sell American seat upgrades via NDC-based standards

Comment Print

Feb 4, 2016

Sabre, the global distribution system (GDS), said today that it had begun to sell American Airlines' upgraded seat products using technology based on the New Distribution Capability (NDC) standards.

Sabre tells Tnooz this is a phased roll out that started on Feb. 2 and will go through mid-February.

Farelogix, as a technology provider to American, provides the paid seats functionality through the AA Direct Connect API.

The Standard is maturing

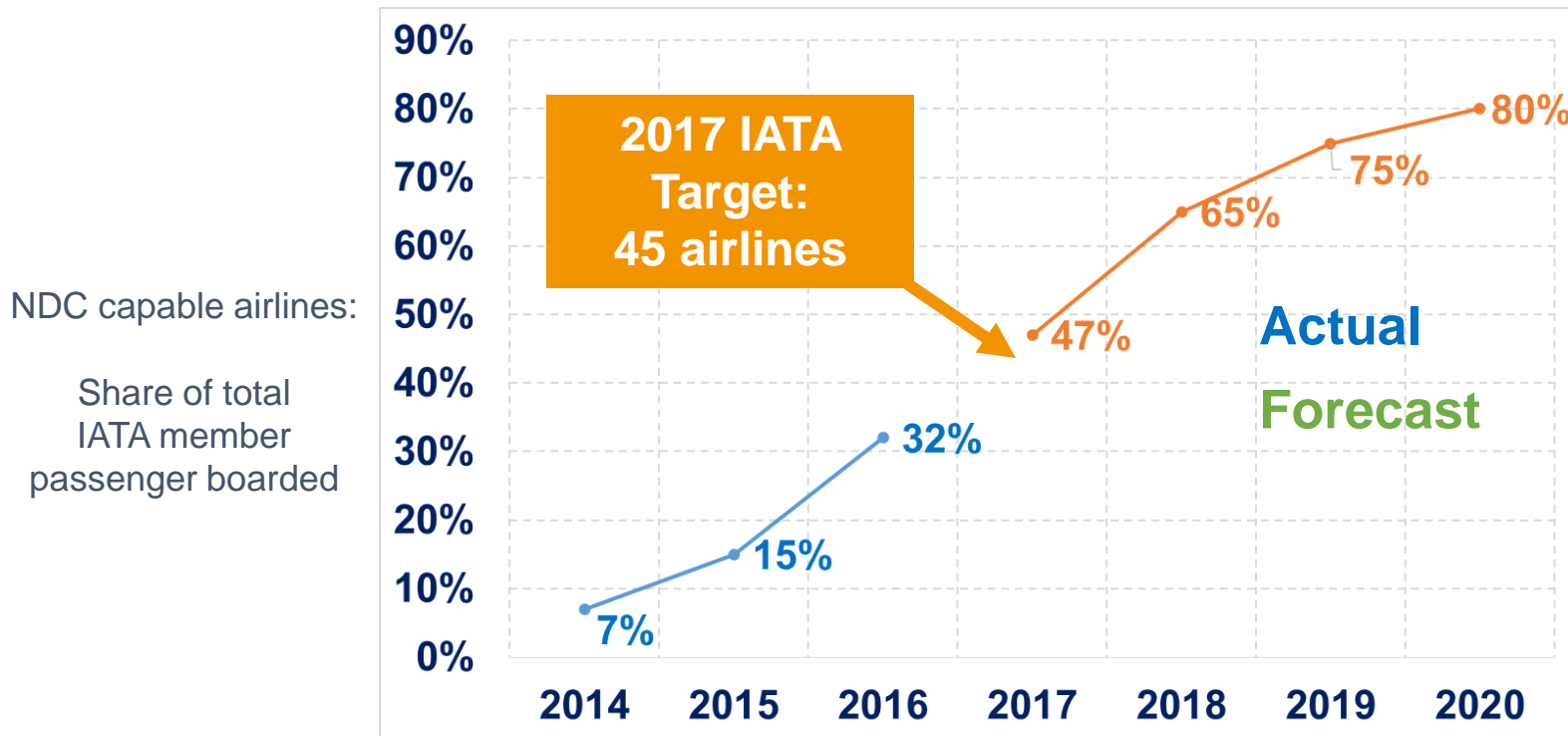
5th

Standard iteration

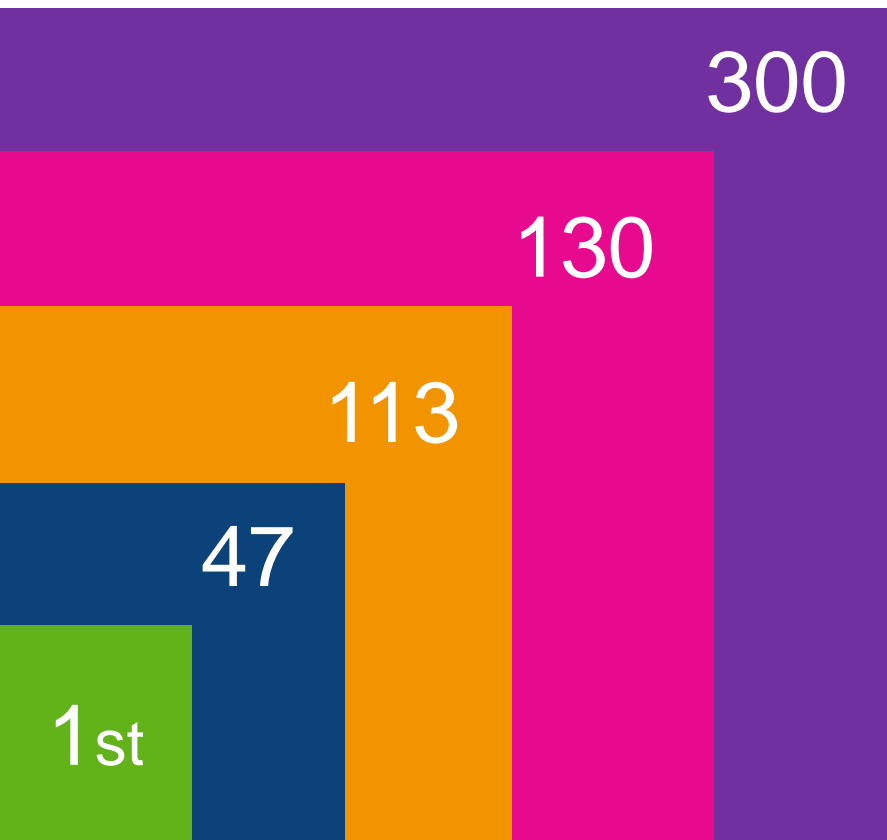
- **Version PADIS 17.2** in progress
- **Airline Data Model** on track
- **Flexibility** concern being addressed
- **Implementation task forces** happening in throughout 2017

NDC airline capability to reach critical mass

By 2020: airlines representing 80% of IATA member passengers boarded will be NDC capable



The value chain is engaged



First NDC Propathon

Travel Buyers proposed “NDC-powered” airline products & services.

IT providers engagement

47 IT providers and aggregators are now NDC-certified/capable.

Airline adoption accelerates

113 airlines have deployed NDC or have plans to do so.

Business travel sees value

130 Corporate Buyers, TMCs and SBTs participated to second IATA Business Travel Summit.

Innovation is on the move

4 Hackathons with some 300 Developers, 200,000 API calls & 70+ Ideas

NDC Propathon

What is a Propathon?

An exercise in which a group of people collaborate to design ideas that translate into products & services

The NDC Propathon

Led to the generation of 60 ideas for airline products & services – enabled through an NDC environment

Who participated?

- A group of passionate buyers – generated ideas
- 3 Airlines – reviewed individually the list of ideas

TAKING THE REINS

*The Story of How
Passionate Travel Managers*

Created a Vision of the Future of Business Travel Aviation



Trade & Corporate Engagement



Travel agencies/OBTs

- Growing awareness
- UK TMCs announcements
- Larger TMCs start to share deployment plans

Corporates

- TMAG Europe & US
- Requests for Pilots
- Vision for future distribution
- Industry Events (GBTA)

Metasearch

- Skyscanner white paper

NDC outcomes

British Airways

- BA NDC Forum focusing on Corporate buyer engagement
- Live with Skyscanner: uses an NDC-based connection to BA to enable fare upgrades and ancillary purchases.

The screenshot shows the British Airways website interface for booking a flight. The top navigation bar includes the BA logo and a 'Buy travel' button. Below the navigation bar, there are five steps: 1. Dates and flight, 2. Price, 3. Passengers, 4. Payment, and 5. Confirmation. The 'Price' section is active, displaying flight details for a round trip from London Heathrow to Dublin on 11 October 2016. The price is £193.61 for 1 passenger. Below this, there is a table showing the breakdown of the price, including taxes, fees, and carrier charges. At the bottom, there is a section titled 'Save money on your booking' with a table showing various discount options.

Passenger	Fare	Taxes, fees and carrier charges per person	Total price**
1 Adult	£138.00	£55.61	£193.61

** The inclusive total of your ticket includes government taxes, fees, carrier imposed charge or fuel surcharge, where applicable per flight based by the carrier alone (except).

Save money on your booking

As an Avios Travel Rewards Programme or Executive Club member you could save up to £88 on this booking by using your Avios.

Discount	Amount
£30 off	= 14,000 Avios
£20 off	= 8,000 Avios
£10 off	= 3,000 Avios
£40 off	= 5,800 Avios
£10 off	= 1,250 Avios

British Airways.com

The screenshot shows the British Airways website interface on Skyscanner. The top navigation bar includes the BA logo and a 'Buy travel' button. Below the navigation bar, there are five steps: 1. Dates and flight, 2. Price, 3. Passengers, 4. Payment, and 5. Confirmation. The 'Price' section is active, displaying flight details for a round trip from London Heathrow to New York JFK on 01 Sept 2016 - 04 Sept 2016. The price is £982.00. Below this, there is a table showing the breakdown of the price, including taxes, fees, and carrier charges. At the bottom, there is a section titled 'Your fare' with a table showing various fare options.

Passenger	Fare	Taxes, fees and carrier charges per person	Total price**
1 Adult	£138.00	£55.61	£193.61

** The inclusive total of your ticket includes government taxes, fees, carrier imposed charge or fuel surcharge, where applicable per flight based by the carrier alone (except).

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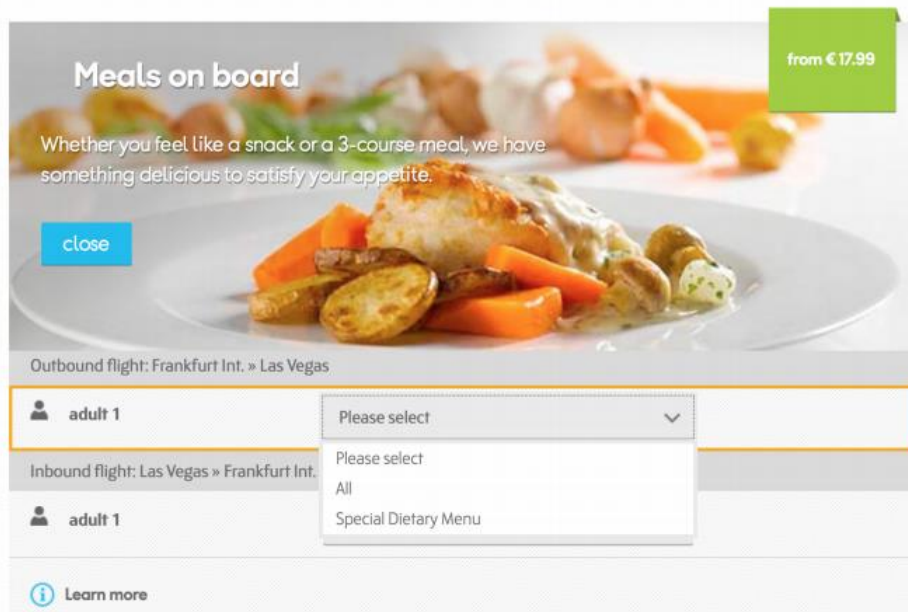
Discount	Amount
£30 off	= 14,000 Avios
£20 off	= 8,000 Avios
£10 off	= 3,000 Avios
£40 off	= 5,800 Avios
£10 off	= 1,250 Avios

British Airways on Skyscanner

NDC outcomes

Enhance your flight experience

On-board service



Meals on board

from €17.99

Whether you feel like a snack or a 3-course meal, we have something delicious to satisfy your appetite.

close

Outbound flight: Frankfurt Int. » Las Vegas

adult 1

Please select

Inbound flight: Las Vegas » Frankfurt Int.

adult 1

Please select

All

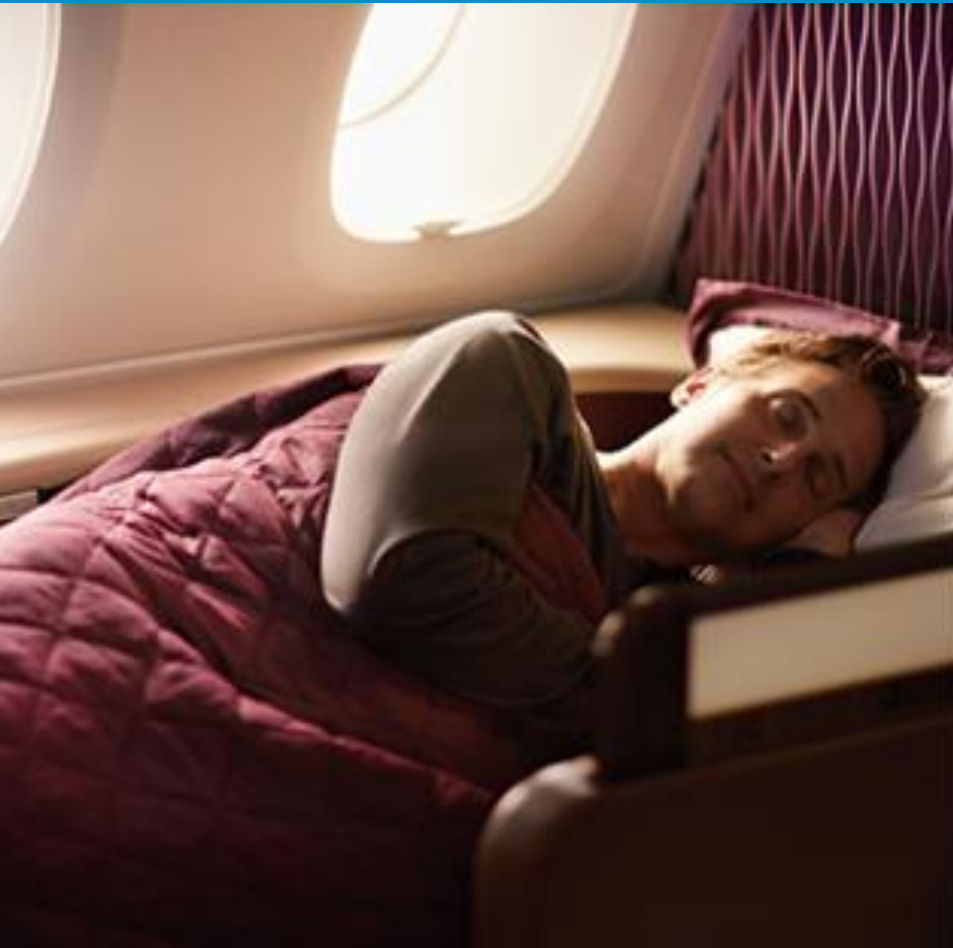
Special Dietary Menu

Learn more

Thomas Cook travel agencies & Condor

- The Thomas Cook booking interface connected to Condor NDC API enables a higher quality sales presentation through rich media display around ancillaries.

NDC outcomes



Qatar

- With NDC for the first time, agencies can see actual products that they can buy through rich media content.
- And they can sell their new fare family products

NDC Hackathons



Innovation

IATA will continue to host NDC hackathons after the successful editions held in:

- [Berlin](#)
- [Dubai](#)
- [Dublin](#)
- [Silicon Valley](#)

Coming Next!

- Paris – hosted by Ecole Polytechnique (20-22 October, 2017)

NDC Tools & Comms Channels

www.iata.org/ndc

- **NDC Certification Registry**

A up-to-date list of all companies that are considered NDC Certified/Capable

- **New Change Readiness Guide for Airlines**

A support tool for airlines planning their NDC enablement from defining the vision and strategy to initiating the program.

- **Info tab on www.iata.org/ndc**

To access white papers, case studies and guidelines around the NDC standard.



Social Media Channels



IATA TV Channel

Playlists:

- [NDC Educational](#)
- [NDC Demos](#)
- [NDC Program](#)
- [NDC Hackathon](#)

LinkedIn

- [NDC LinkedIn Group](#)

Twitter

- #AirlineNDC
- #NDCHack



New Distribution Capability (NDC)

**Subscribe to the NDC Hub for
monthly updates on NDC**

September 2017

