ATM & GENESYS
Digital Futures Summit
IATA - NDC Program Update
23rd April 2018

What's the market problem?

Airlines

- Don't have the freedom to distribute their products across channels without being commoditized

Travel Agents

- Can't easily access many airline products that are available on the airline direct websites

Customer Experience

- Is not consistent depending on where they search for travel and not rich when shopping through travel agents
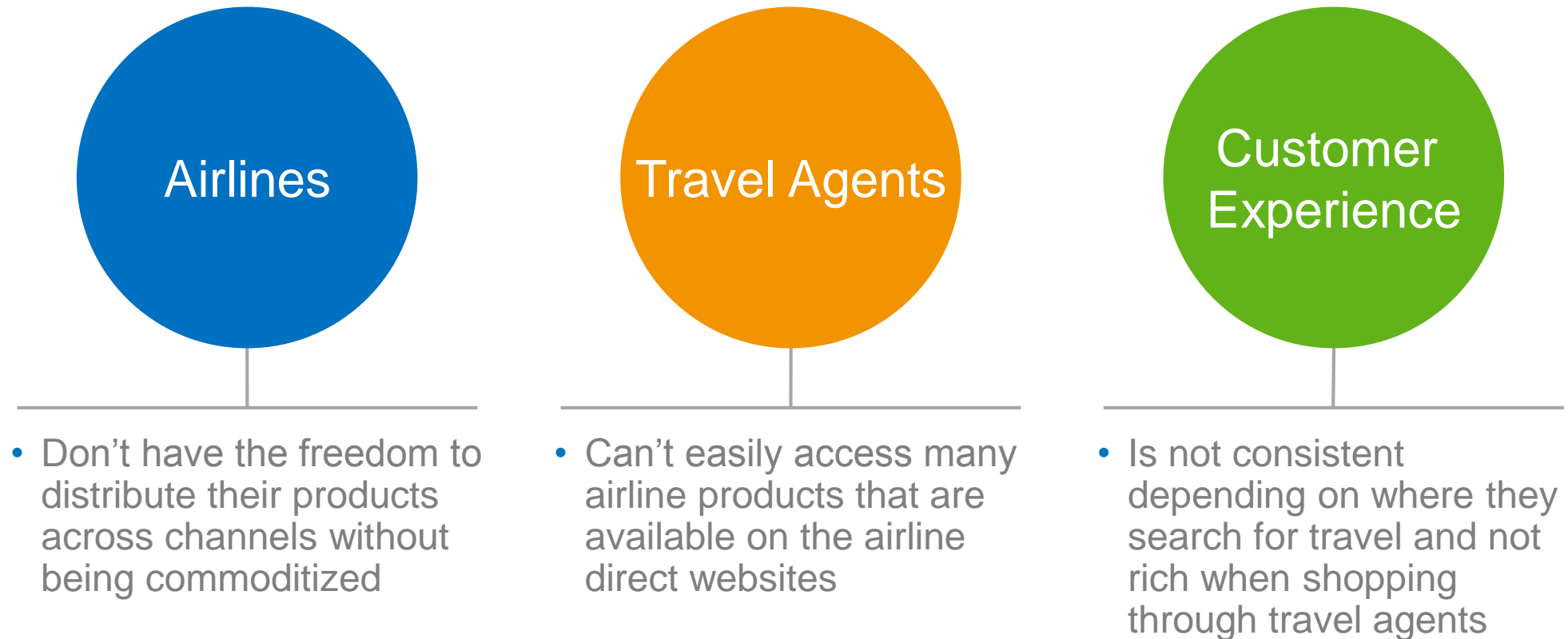
Together, Let's Build Airline Retailing

Why NDC?

- To modernize the way air products are being retailed to travel agents, corporations and travelers
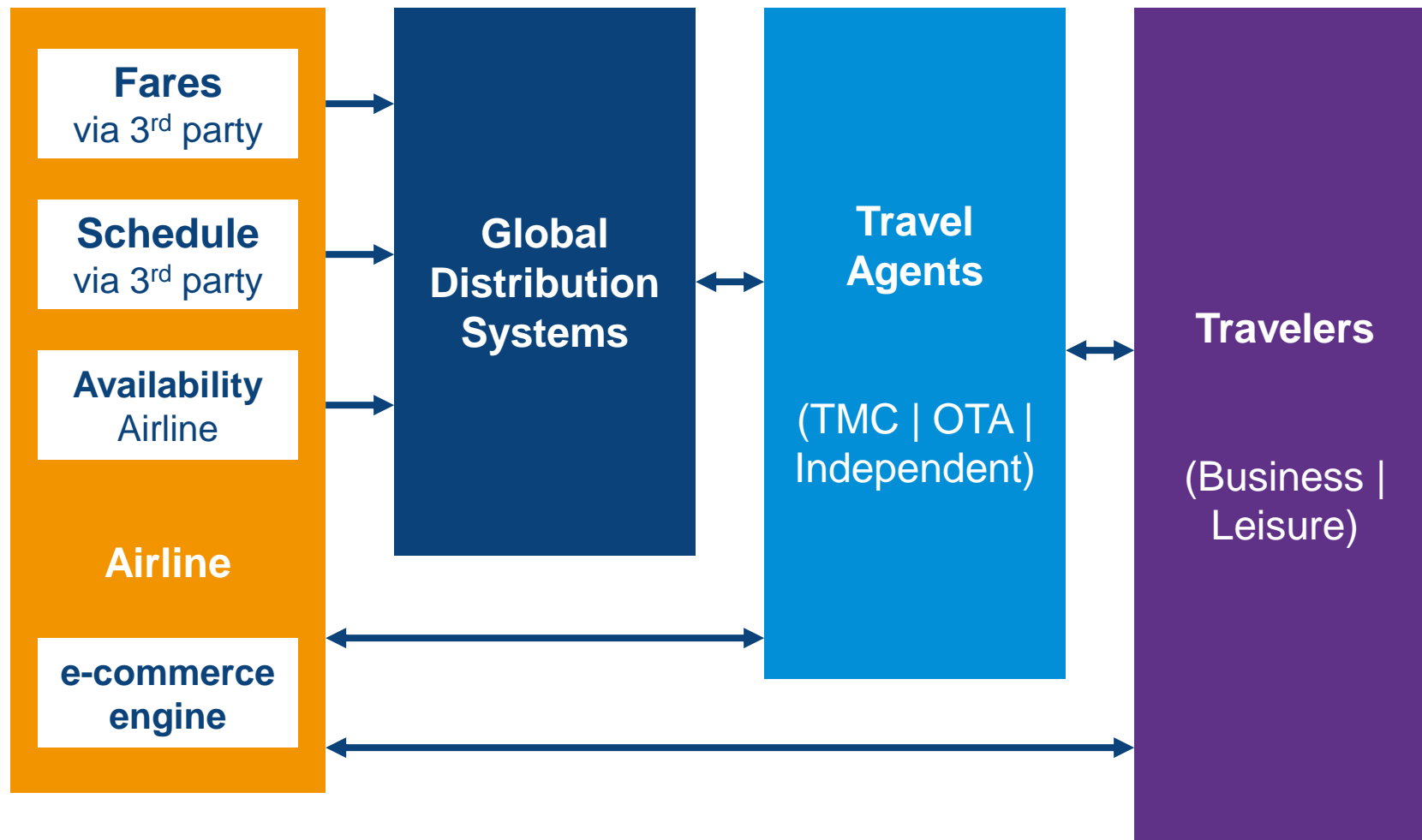
What is NDC?

- A travel industry supported program for the development and adoption of a new data transmission standard
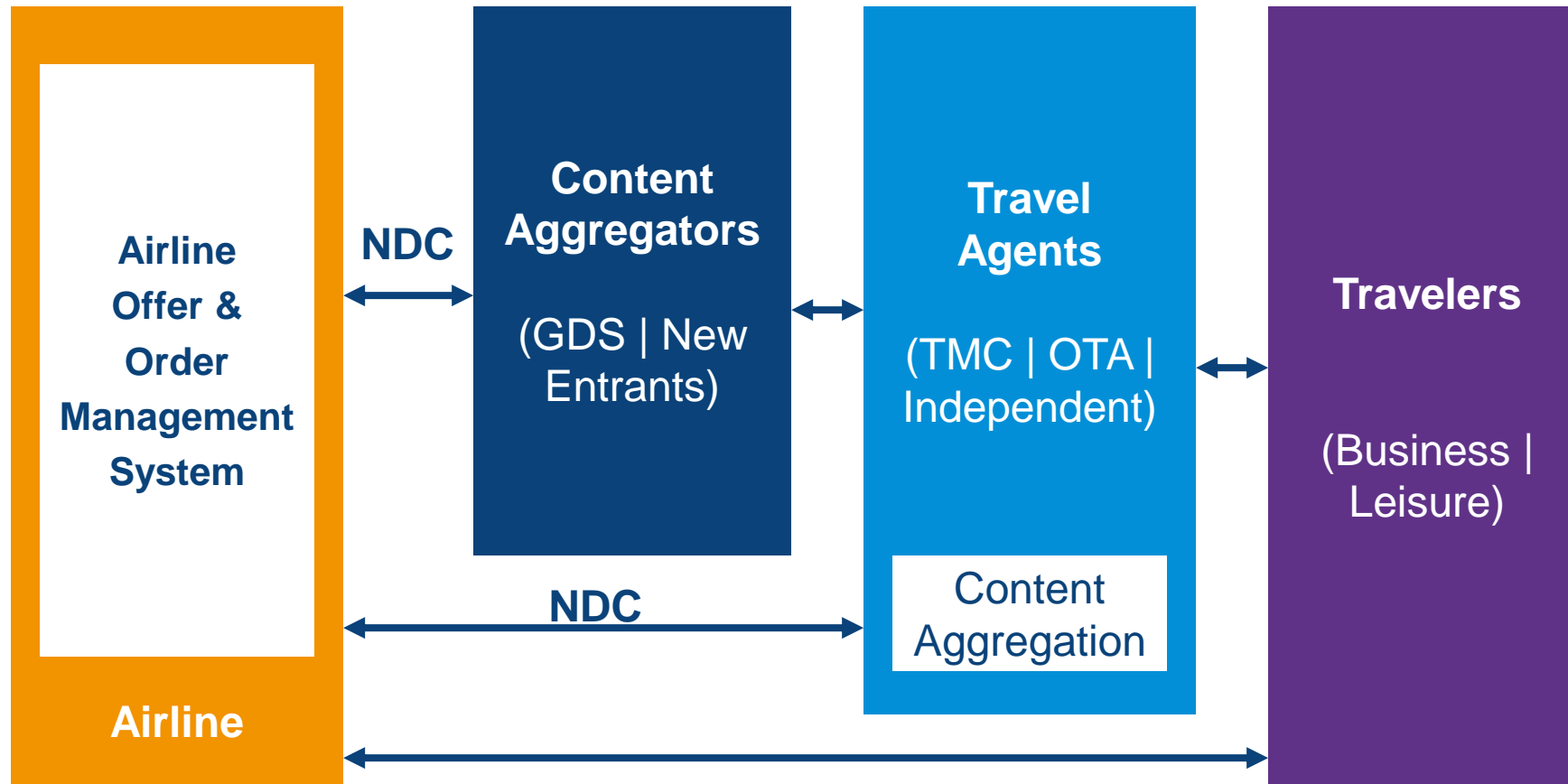
Who will benefit from NDC?

- Full-service and low-cost airlines
- Content aggregators and travel agents
- Corporate Buyers and travelers

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How Flight Distribution Worked

Airline

| Fares via 3rd party |
| Schedule via 3rd party |
| Availability Airline |

e-commerce engine

Global Distribution Systems

Travel Agents

(TMC | OTA | Independent)

Travelers

(Business | Leisure)

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Airline Retailing Works

Today's Shop Window
Compare airlines mainly on price and schedule

Air Canada — 9:40pm – 11:10am +1 — 7h 30m — YYZ - FRA — Nonstop — 4 left at $925.90 roundtrip — Select
Flight details and baggage fees — Very Good Flight (8.4 out of 10)

Lufthansa — 5:05pm – 6:30am +1 — 7h 25m — YYZ - FRA — Nonstop — 4 left at $934.30 roundtrip — Select
Lufthansa 6789 operated by Air Canada
Flight details and baggage fees — Very Good Flight (7.9 out of 10)

Lufthansa — 9:40pm – 11:10am +1 — 7h 30m — YYZ - FRA — Nonstop — 4 left at $934.30 roundtrip — Select
Lufthansa 6779 operated by Air Canada
Flight details and baggage fees — Very Good Flight (8.4 out of 10)

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Tomorrow's Shop Window
Enabled by NDC

Full airline products seen by consumer via travel agents

Information here is purely for illustration purposes

Tomorrow's Shop Window
Enabled by NDC

Comparison
shopping capability

Information here
is purely for
illustration purposes

NDC live examples

Rich content
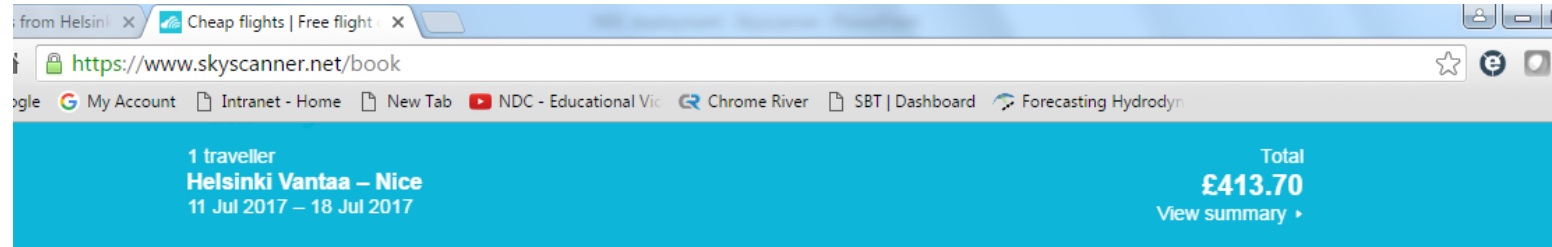
Access to Airline's Inventory

- 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

Seamless shopping experience

Seamless shopping experience (cont'd)

Augmenting key product information at the point of sale

Flight Brands

Economy Classic

Economy Classic Plus

Economy Flex

Economy Flex Plus

Business Classic Plus

✈ Swiss

First

Enjoy the highest possible level of comfort - discrete personal care, gracious hospitality, gourmet menus and fine wines. Relax in our armchairs that turn into generous flat beds in moments and offer a lot of privacy.

Your FIRST fare includes:

· 3 pieces checked baggage up to 32 kg.
· 2 piece of hand baggage up to 8 kg.
· Premium food and beverages.
· Miles.
· Rebooking without a fee.
· Refund without a fee.

✈ Swiss

	Swiss 777 300er aircraft	Standard seat reservation	Rebooking	Refund	Checked baggage	Carry on bags	Miles and more miles	Wifi	Lounge access	Complimentary food and beverages	Priority services	Upgradeable fare
Economy Classic	✔	$	$	✖	✔	✔	✔	$	✖	✔	✖	✔
Economy Classic Plus	✔	$	$	$	✔	✔	✔	$	✖	✔	✖	✔
Economy Flex	✔	$	✔	$	✔	✔	✔	$	✖	✔	✖	✔
Economy Flex Plus	✔	$	✔	✔	✔	✔	✔	$	✖	✔	✖	✔
Business Classic Plus	✔	✔	$	$	✔	✔	✔	$	✔	✔	✔	✖
Business Flex Plus	✔	✔	✔	✔	✔	✔	✔	$	✔	✔	✔	✖
First	✔	✔	✔	✔	✔	✔	✔	$	✔	✔	✔	✖

ATRUS
CONNECTING YOUR TRAVEL WORLD

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NDC Program Update

What happened in 2017?

Transport, Airlines

Air France-KLM Joins Rivals in Adding Distribution Surcharge

Patrick Whyte, Skift - Nov 03, 2017 9:00 am

American Adds Incentives to NDC Adoption

BRITISH AIRWAYS   IBERIA

Dear Valued Partner

This morning British Airways (BA) and Iberia (IB) are announcing a change in approach to distribution and I wanted to let you know the details.

$ **Lufthansa CEO Says Other Airlines Will Follow**

Lufthansa Group's global distribution system bill has grown substantially since the launch of its contentious distribution strategy in 2015. Last year, GDS expenses rose to €449 million, according to the company's annual report this week. No bother to Lufthansa, though: Its GDS surcharge effectively shifts those costs to users.

More NDC capable airlines
- 50 airlines representing 47% of IATA member passengers boarded

Airline announcements of distribution strategies
- AA, AF, BA, IB, KL, LH, LX, OS, SN
- Clear separation between surcharge/incentive approach and NDC implementation

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What is IATA doing for NDC?

Engagement & Adoption

- Airlines
- IT providers
- Travel trade
- Corporates

Standard settings & evolution

- Standard versions
- Implementation support (start up , developers..)
- Hackathons

NDC Live Implementations

-

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NDC Certified Deployments

- Aegean Airlines
- Aer Lingus
- PJSC Aeroflot
- Air Austral
- Air Canada
- Air China
- Air France
- American Airlines
- APG Airlines
- Austrian Airlines
- British Airways
- Brussels Airlines
- Cathay Pacific Airways
- China Eastern
- China Southern
- Colorful Guizhou
- Condor
- Emirates
- Etihad
- Ethiopian Airlines
- EVA Air
- Finnair
- Flybe
- flydubai
- FlyEgypt
- GOL
- Jiangxi Air
- Hainan Airlines
- Hong Kong Airlines

- Iberia
- Iberia Express
- InselAir
- KLM Royal Dutch Airlines
- Korean Air
- Lufthansa
- Norwegian Air Shuttle
- Olympic Air
- Qatar Airways
- Rotana Jet
- Saudi Arabian Airlines
- Shandong Airlines
- Shenzhen Airlines
- Sichuan Airlines
- S7 Siberia Airlines
- SunExpress Germany
- SunExpress Turkey
- SWISS
- TAP
- Thomas Cook Airlines Manchester
- Thomas Cook Airlines Belgium
- Turkish Airlines
- United Airlines
- Vueling
- WestJet
- Xiamen Airlines

System Providers certified & capable to date

-

54

- 40 IT Providers - Capable
- 14 Aggregators - Certified
- Includes 4 Start ups

Aaron Group	Maureva
Airlines Technology	Marco Polo Technology
AirGateway	Navitaire
Amadeus	On Travel Solutions
APG	Openjaw
ATPCO	Pribas
Atriis Technologies	PROS
Beijing Asia Technology Co	Reserve
Birdres Technologies	Sabre
Conztanz	SAP Hybris
Caravelo	Shanghai Aqueduct Information Technology
Datalex	
DXC Technology	Shree Partners
Farelogix	"Sirena-Travel" JSC
Forever Flying	SITA
Hitit	Skyscanner
IBS	TOPAS
Indra	TPConnects
Information Systems Associates	Travelfusion
	Travel Planet
InteRES	Travelport
ISO Software Systeme	Travelsky
ITA Software by Google	Verteil Technologies
Iween Software Solutions	WTMC
JR Technologies	XML Travelgate
KAYAK Software Co	

GDSs to become Level 3 NDC aggregators 2018

aMaDEUS

Sabre

Travelport

- Plan 2018

- Plan 2018

- Certified Level 3 in December 2017

Sellers certified to date

-

14
NDC Certified Implementations

- Includes 5 TMCs

- AL Maghseel International LLC
- China Air Service Ltd.
- Click Travel
- Club Travel
- Ctrip.com International Ltd.
- Flyazmeel.com (Azmeel International Agency Tours & Travel)
- Hogg Robinson Group
- Logitravel Group
- Superior Tracks Travel & Tourism – Zeeyarah.com
- TravelCC
- Travel Planet
- Tripadvisor, LLC
- Viaflight.com (Talent Travel & Tourism)
- WTMC

NDC Roadmap set with IATA Board

2012-2014

- Foundation standard
- Live Demos
- US DOT approval
- **First Pilots**

2015-2017

- Robust standard aligned with the Industry Data Model
- Strong Industry awareness
- A community of 50 NDC capable vendors
- **45 NDC Certified airlines**

2018-2020

- Support implementation
- Engage all value chain members
- Shift from capability to volumes
- **Drive Critical Mass**

NDC Leaderboard

AEROFLOT · AIR CANADA · AIRFRANCE · American Airlines · Austrian

BRITISH AIRWAYS · brussels airlines · CATHAY PACIFIC · CHINA SOUTHERN · FINNAIR

IBERIA · jetBlue · KLM · Lufthansa · QATAR AIRWAYS

SAS · SINGAPORE AIRLINES · SunExpress · SWISS · UNITED
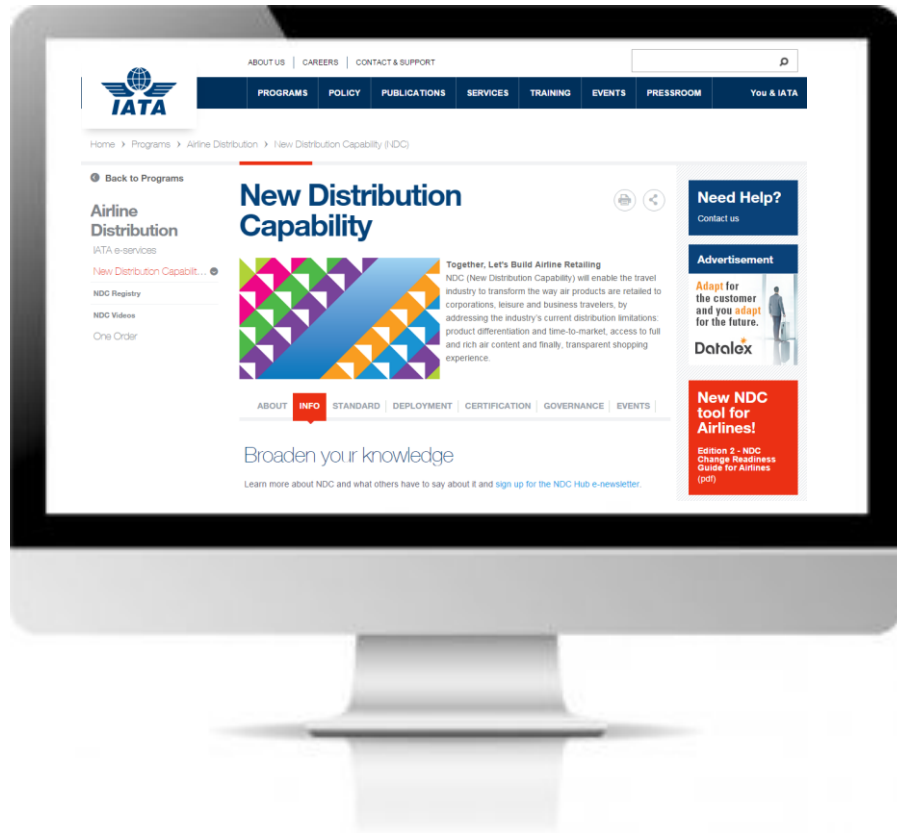
AIM:
➢ grow NDC volumes rapidly

Benefits:
➢ rapid growth of the number of travel agents, corporate buyers and consumers using NDC

➢ speed up deployments

➢ help IT players to enhance their solutions and trigger innovation from new entrants

➢ increase competition and speed to market for NDC followers

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NDC Tools & Comms Channels

NDC Certification Registry

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

Dedicated NDC Microsites

- For Airlines, Business Travel and Developers

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 iata.org

- To access white papers, dedicated microsites, case studies and guidelines around the NDC standard

For more information
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