NDC Exchange

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Enabling distribution interoperability across the travel ecosystem

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Product Manager, Data Platform and NDC Services, ATPCO
Consumer’s Needs

- A customized shopping experience
- Each offer is differentiated by the comfort and ancillaries they value
- Seeing what they are really purchasing through rich content

Industry Challenge

- Staying connected to all points of sale
- Maintaining consistent brand, offers, and customer experience
- Managing different messaging standards and versions
- Transferring and exchanging customized offers everywhere

GDSs, TMCs, OTAs

Aggregators, Metasearch

Airline A, B, C, D
IATA introduced NDC to define XML-based data transmission standards.

There are 30+ versions of messaging standards in use: NDC, Open Travel Alliance, Open AXIS and proprietary.

IATA’s certification process recognizes compliance with NDC standards.

As of April 2018, 58 airlines, 53 IT providers, 17 sellers, 15 aggregators have achieved some level of NDC certification.

As more companies adopt direct connection and the number of versions grow, connectivity becomes complex, time-consuming and costly.

On average, there are two new versions released by IATA annually.
ATPCO & SITA developed a community platform enabling airlines and sellers to exchange offers and orders

- Single API connection delivers access to all airlines and sellers
- Real-time translation between schema standards and versions
Implementation Challenges

Travel Supplier

Airline A

Airline B

Airline C

Travel Seller

OTA

TMC

Corporate

Interlining
NDC Exchange

Supports full spectrum of offer and order management
- Shopping
- Pricing
- Seat Availability
- Booking
- Ticketing
- Ancillary
- Cancel/Modify

Value-added services
- ARC’s Billing and Settlement Services
- ARC’s TASF Program
- ARC Accreditation validation
- IATA BSP
- Integration with Routehappy Content*
- Intelligent Filtering
- Other Services

*Integration with Routehappy’s rich content empowers airlines to deliver great shopping experiences to their customers by matching offers with relevant rich content (e.g. video, photos, marketing messages.)
Are you ready to unlock NDC value?

NDC Exchange

Hosted by ATPCO and SITA
The only neutral hub connecting offers from airlines and travel sellers in a cloud-based, scalable environment, developed and hosted by ATPCO and SITA.

Community-driven marketplace
An easy and cost-effective way to adopt NDC for airlines and travel sellers who want to create offers and distribute them directly to customers.

Translates messages no matter the API or schema they are based on—whether you are using a pre-NDC API or you are still developing your API, the exchange has you covered.

Supports all standards and versions
On one platform, extend your reach to traditional and non-traditional distribution points, reducing distribution costs and expediting interoperability across the ecosystem.

Reduces distribution cost

TRAVELCONNECT
NDC

MARK KOSIKOWSKI
Manager, Commercial Distribution, Air Canada
Air Canada’s ac2u XML-API

- +10 years experience
- +$0.7B revenue annually
- +50 partners
- +1.5M tickets annually
- +20 Web Services

+$0.7B revenue annually
The Air Canada NDC Solution

Air Canada has chosen the NDC Exchange (NDC-x) product, built by ATPCO and SITA, to supply our NDC Gateway

Certified NDC Level 3 by IATA


Full test system (sandbox) available

Full developer portal with extensive documentation

Quick, simple enrollment process

Full 24/7 Help Desk support

All distribution partners that want to explore the AC NDC solution are welcome.
An End-to-End Solution

- Flight Shopping
- Ancillary Shopping
- Book, Payment, Ticketing
- Seat Map/Selection
- Order Retrieve
- Change/Cancel
- Book and Hold
- BSP/ARC
Access to ALL AC Products

- Prepaid Air Canada Bistro voucher
- Maple Leaf™ Lounge
- Economy Basic
- Preferred Seats
- Flight Pass

TRAVELCONNECT
Supporting Our Merchandising & Retailing Strategy

Fare and merchandising upsell offers enable agency customers’ access to Air Canada products

Full loyalty integration to deliver customers the recognition and benefits they’ve earned

Rich content to show customers the value of United products offered by agencies

Disclosures to ensure customers understand the fare products they select
### The Hard Benefits

**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
- “Case Specific Economic Offers”
Air Canada Can Be Even More

**Combined Ticket+Ancillary Offers**
- Combination of a ticket and an ancillary in one itinerary offer
- Adds value for customers at the top of the funnel
- Dynamically priced fare+ancillary offers

**Negotiated Corporate Bundles**
- Custom ancillary bundles picked by travel managers
- Make business travel time comfortable and productive
- Added to travel policy by travel managers

**Brand new capabilities not available today!**
- Customized ancillary pricing at agency request
- Immediate access to new Air Canada flight, ancillary products
- Dynamic, continuous pricing
“NO MORE COMPROMISES”

RICH MILLER
General Manager, North America, Serko Ltd.
Business travel = compromise
The Connected Traveler

Controlled yet flexible with no compromise

Fly  Stay  Move  Eat  Work  Play  Rest
Traveler Experience
Airline Revolution - Learnings

NDC Development – improving across interfaces/implementations
  NDC Exchange – fare inclusions insulation
  CVV/VVV Verification
Capital Investment - QA – performance
Service Focus
ONE Order
Standardization vs. Diversification
GTM Maturity – tender mandated
Roadmap
  Interlining
  Loyalty
  Reporting
  Disruption management
For more information, visit www.arccorp.com.