



New Distribution Capability (NDC)

David Rutnam



TURISMO: DESAFIOS E RESPONSABILIDADES

XL CONGRESSO NACIONAL APAVT

5 a 8 DE DEZEMBRO '14 | ÉVORA



From Flight Distribution...

* AMADEUS AVAILABILITY - AN ** IST ISTANBUL.TR												152 MO 10JUN 0000
1	T5 468	CR YR					FRA 1 IST I	0800	1150	0*757		2:50
2	LH:UA3720	C4 D4 Y4 B4 M4 H4 Q0	/FRA 1 IST I	0915	1300	0.321	TR	2:45				
		V0 W0 S0 T0 K0 L0 G0										
3	LH3460	C9 D9 Y9 B9 M9 H9 Q1	/FRA 1 IST I	0915	1300	E0/321		2:45				
		V9 S0										
4	TK1588	J4 C4 Y4 B4 H4 K4 M4	FRA 1 IST I	1145	1540	0.313		2:55				
		S4 N4 Q4 T4 L4 V4 X4 W4 G4 E										
5	LH:UA3802	C4 D4 Y4 B4 M4 H4 Q4	/FRA 1 IST I	1320	1705	0.321	TR	2:45				
		V4 W4 S0 T0 K0 L0 G0										
6	LH3496	C9 D9 Y9 B9 M9 H9 Q8	/FRA 1 IST I	1320	1705	E0/321		2:45				
		V9 S0										
7	TK1590	J4 C4 Y4 B4 H4 K4 M4	FRA 1 IST I	1825	2220	0.734		2:55				
		S4 N4 Q4 T4 L4 V4 X4 W4 G4 E										

Travel agents
have access to
limited and
commoditized
airline information

New Delhi - New York Depart: Thu Mar 21 2013 One-way 1 adult [Modify Search](#)

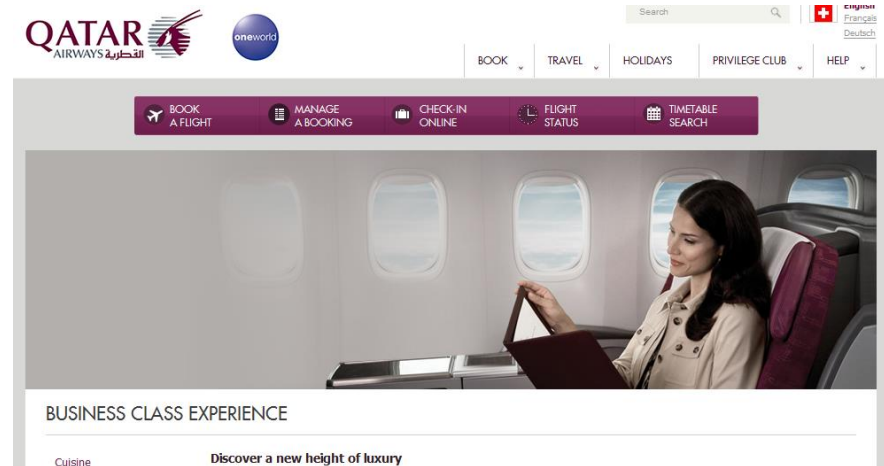
Note: Prices are inclusive of all taxes

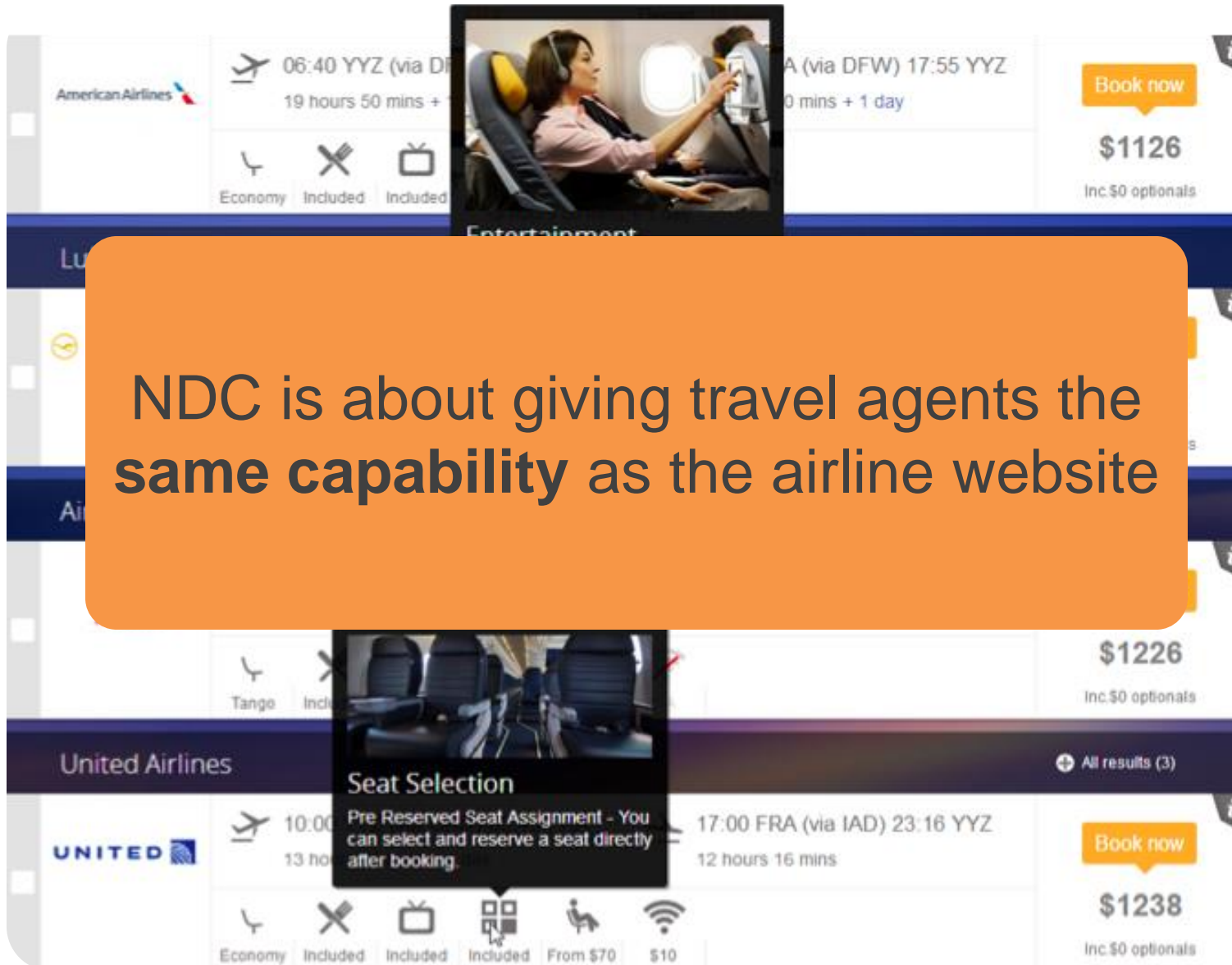
Mon to Friday : 0124-6777007 (1000 hrs to 1800 hrs) Previous Day | Next Day

Depart	Duration	Arrive	Airlines	Price(Rs.)
07:05 New Delhi →	25h 25m 1 stop LHR →	23:00 New York	British Airways BA-256	Rs 41966 <small>100% off</small> 3 seats left at this price. Details
06:25 New Delhi →	20h 35m 1 stop AMS →	17:30 New York	Royal Jordanian RJ-133	Rs 43163 <small>100% off</small> Details
07:05 New Delhi →	24h 25m 1 stop LHR →	22:00 New York	British Airways BA-256	Rs 49080 <small>100% off</small> 2 seats left at this price. Details
04:25 New Delhi →	20h 20m 1 stop DOH →	15:15 New York	Qatar Airways QR-233	Rs 52038 <small>100% off</small> 1 seat left at this price. Details
01:35 New Delhi →	15h 30m Non stop	07:35 New York	Air India AI-101	Rs 52593 <small>100% off</small> Details
03:40 New Delhi →	22h 50m 1 stop LHR →	17:00 New York	British Airways BA-142	Rs 53465 <small>100% off</small> Details
+6 more similar flight				
07:05 New Delhi →	22h 30m 1 stop LHR →	20:05 New York	British Airways BA-256	Rs 56534 <small>100% off</small> Details

... to Air Retailing

Travel agents
need to have
access to the
entirety of an
airline's product
offering as
available in airline
web sites



A screenshot of an airline booking website. An orange rounded rectangle is overlaid in the center, containing text. The background shows flight details for American Airlines and United Airlines, including flight times, prices, and service icons. A small video player is embedded in the American Airlines section, showing a flight attendant. Another video player is embedded in the United Airlines section, showing airplane seats.

NDC is about giving travel agents the same capability as the airline website

American Airlines
06:40 YYZ (via DFW) 19 hours 50 mins + 1 day
Economy Included Included
Entertainment
Book now
\$1126
Inc.\$0 optionals

United Airlines
10:00 13 hours
Tango Included
Seat Selection
Pre Reserved Seat Assignment - You can select and reserve a seat directly after booking.
17:00 FRA (via IAD) 23:16 YYZ 12 hours 16 mins
Book now
\$1238
Inc.\$0 optionals

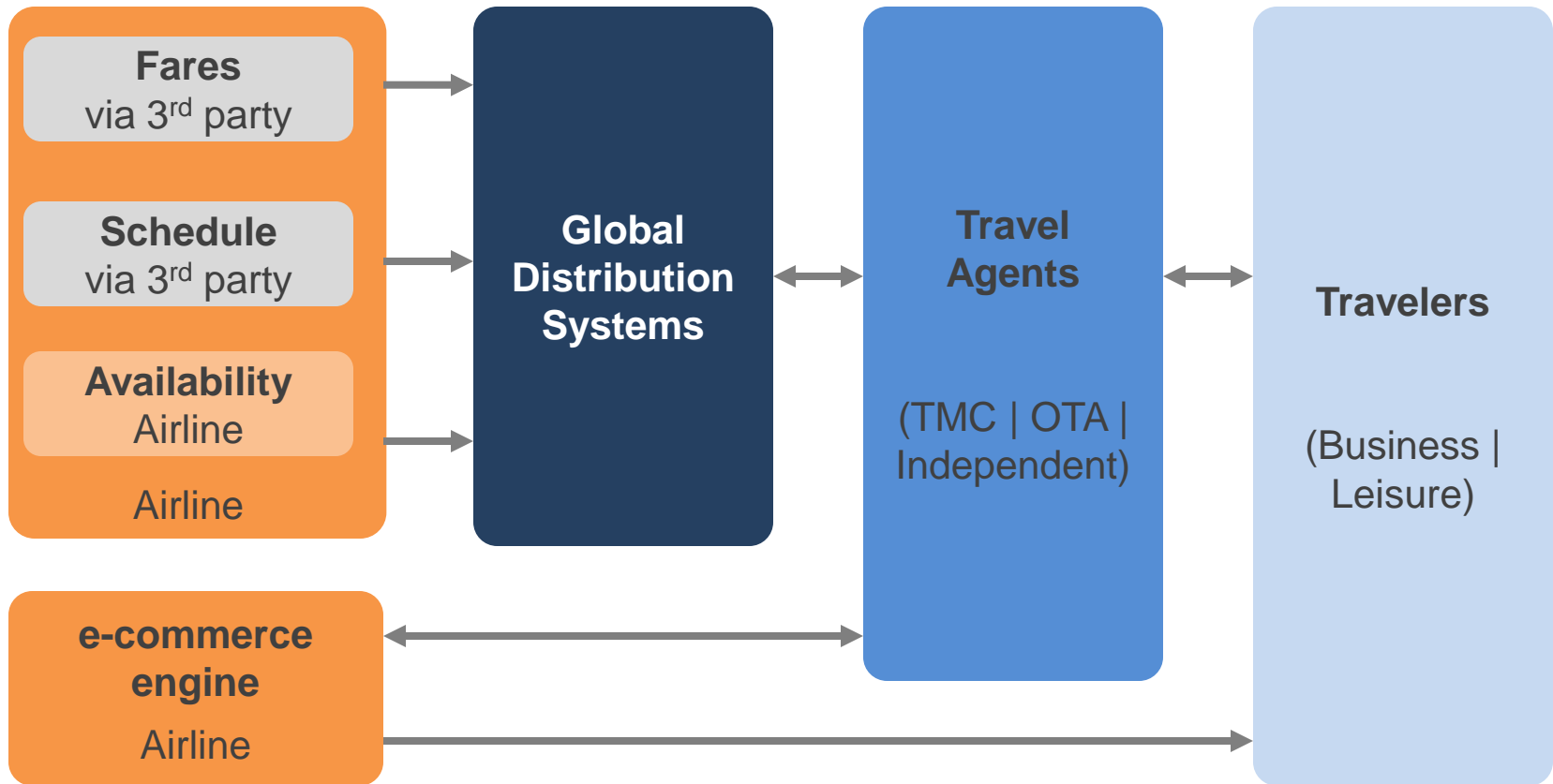
What is NDC?

NDC is a travel industry-supported program (**NDC Program**) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (**NDC Standard**).

The NDC Standard will enhance the capability of communications between airlines and travel agents and will be open to any third party, intermediary, IT provider or non-IATA member, to implement and use.

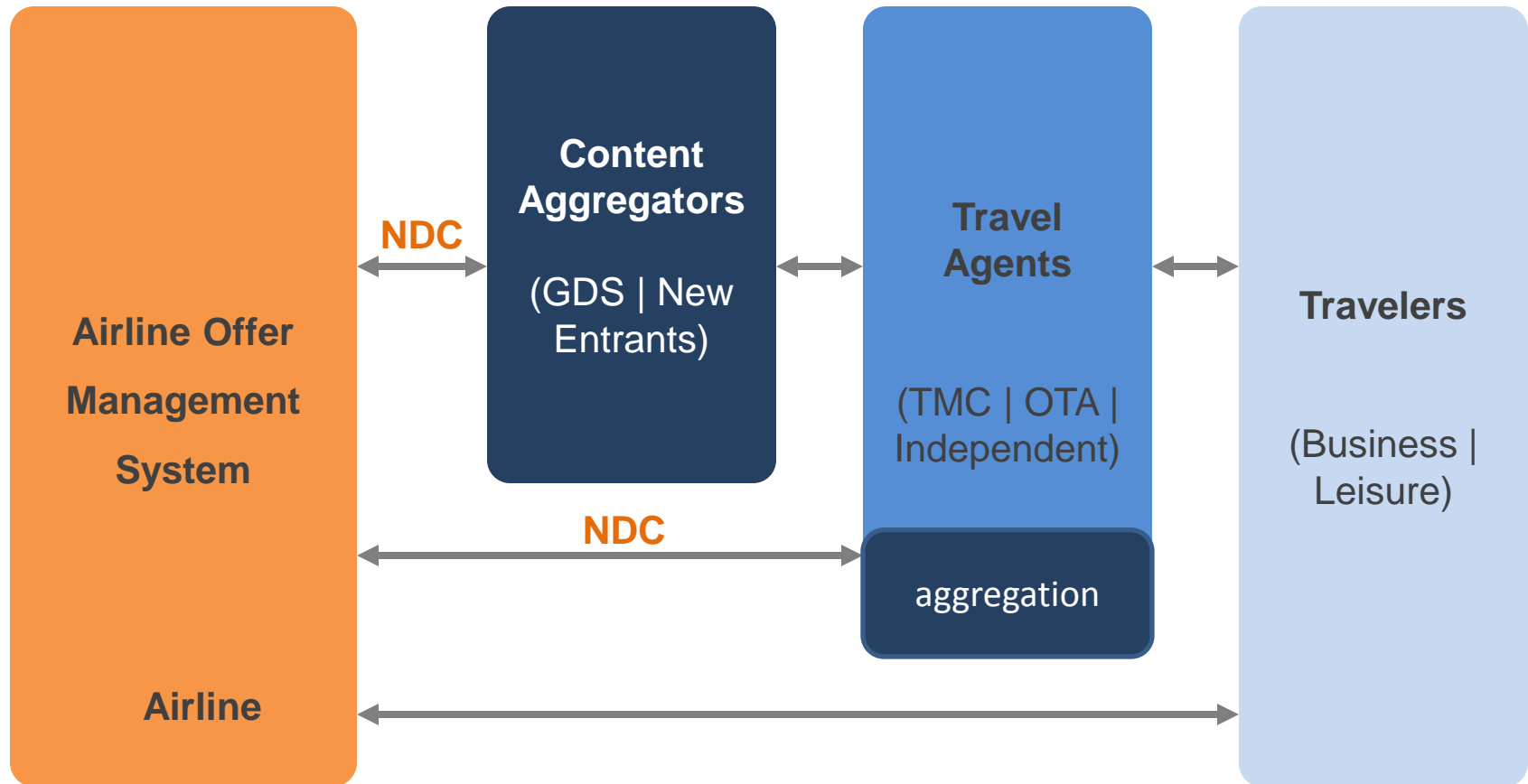


Flight Distribution Today



Current distribution capability throttles innovation through use of filed product & legacy messages

Air Retailing Tomorrow



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


A Look Into the Future

From **YYZ**

To **FRA**


Depart **19 Feb**

Return **26 Feb**

 **1**

Economy ▾


Update




Toronto, Canada (YYZ) to Frankfurt, Germany (FRA)

✓


Select




In Flight



Airport




Baggage




Fare

Sort by Price ▾


British Airways ⊕ All results (3)






22:05 YYZ (via LHR) 14:15 FRA

10 hours 10 mins + 1 day




07:20 FRA (via LHR) 14:55 YYZ


13 hours 35 mins




\$1011

Inc.\$0 optionals







Economy



Included





Included



Included


American Airlines






06:40 YYZ (via DFW) 08:30 FRA

19 hours 50 mins + 1 day




22:05 FRA (via DFW) 17:55 YYZ

25 hours 50 mins + 1 day



\$1100



8



How Will You Benefit from NDC?

Airline

Product differentiation

- Marketing the richness and uniqueness of airline products
- Marketing personalized offers

Agent

Access to full and rich Content

- Compare flight products based on schedule, price **AND** value
- Work with real-time product and fare data

Customer

Transparent shopping

- Deliver the right products at the right prices
- Offer each traveler the opportunity to shop based on what they value – be it anonymous or personalized



The vision for NDC

- 1 A set of XML based standards
- 2 Allowing airlines to respond to Shopping Requests from agents
 - Flights & Merchandizing priced in any way, product descriptions ...
- 3 An airline “order” process
 - Providing the carrier with the opportunity to fulfill the transaction, create the booking record, issue the document(s) and respond with confirmations
- 4 Supporting comparison shopping
 - Aggregator role determining who to ask and consolidating responses



Scope and Application of NDC

Shopping

Order Management

**Booking &
Servicing**

**Payment &
Ticketing**

Airline Profile

- Not mandatory
- Flexible
- Business model-agnostic
- Can be integrated
- Supports interlining

- No NDC System
- No NDC Service
- No NDC data!

Role of the Content Aggregator

Core functions

- **Determine** who to ask when receiving shopping requests from travel agents
- **Forward** the shopping requests to the relevant airlines
- **Consolidate** the offer responses from airlines and present results to agents & travelers

Agency support

- Develop agency desktop apps
- Market back-office systems
- Deliver consultancy services
- Other

Possible airline services (backward compatibility)

- Intercept orders
- Process payments
- Prepare tickets
- Facilitate reporting

Technology To Date

1

November 2013

NDC Shopping schemas 1.0 released for testing

2

September 2014

Updated NDC Shopping schemas 1.1 based on Pilot learnings

3

By end of 2014

End to end NDC schemas 1.1 including Shopping, Order Management/Booking and Payment & Ticketing

1

5 x 'Pilots' Delivered in 2013

American Airlines, Air New Zealand, Hainan Airlines, China Southern Airlines, Swiss International Air Lines

1 x Live transaction

Hainan Airlines & TravelSky

Live deployment of NDC Shopping 1.0 in North Asia – Nov 13

Hainan Airlines & TravelSky

2

3 x new 'Pilots' Kicked-Off in 2014

Shandong Airlines | Air Canada | Air Canada & American Airlines with JR Technologies | Qatar Airways

1 x live transaction | Shandong Airlines & TravelSky

Live deployment of NDC Shopping 1.0 in North America – Jul 14

Amadeus and United Airlines

DOT Approved Resolution 787

“Comparison shopping under the current system is generally limited strictly to comparing fares, and it is difficult to make price quality comparisons of different carriers’ product offerings (...)”

“The modernized communication standards and protocols and the marketing innovations that [Resolution 787] could facilitate would be pro-competitive and in the public interest”

Stakeholder Engagement

Passenger Distribution Group

Airlines

PDG Advisory Forum

GDS | IT Providers |
TMCs | Corporate
Buyers

**Data Distribution
Exchange Working**
70+ experts from:
Airlines, GDS, IT
providers, agents etc.

Airline Agents

Worldwide Travel Agents
Associations

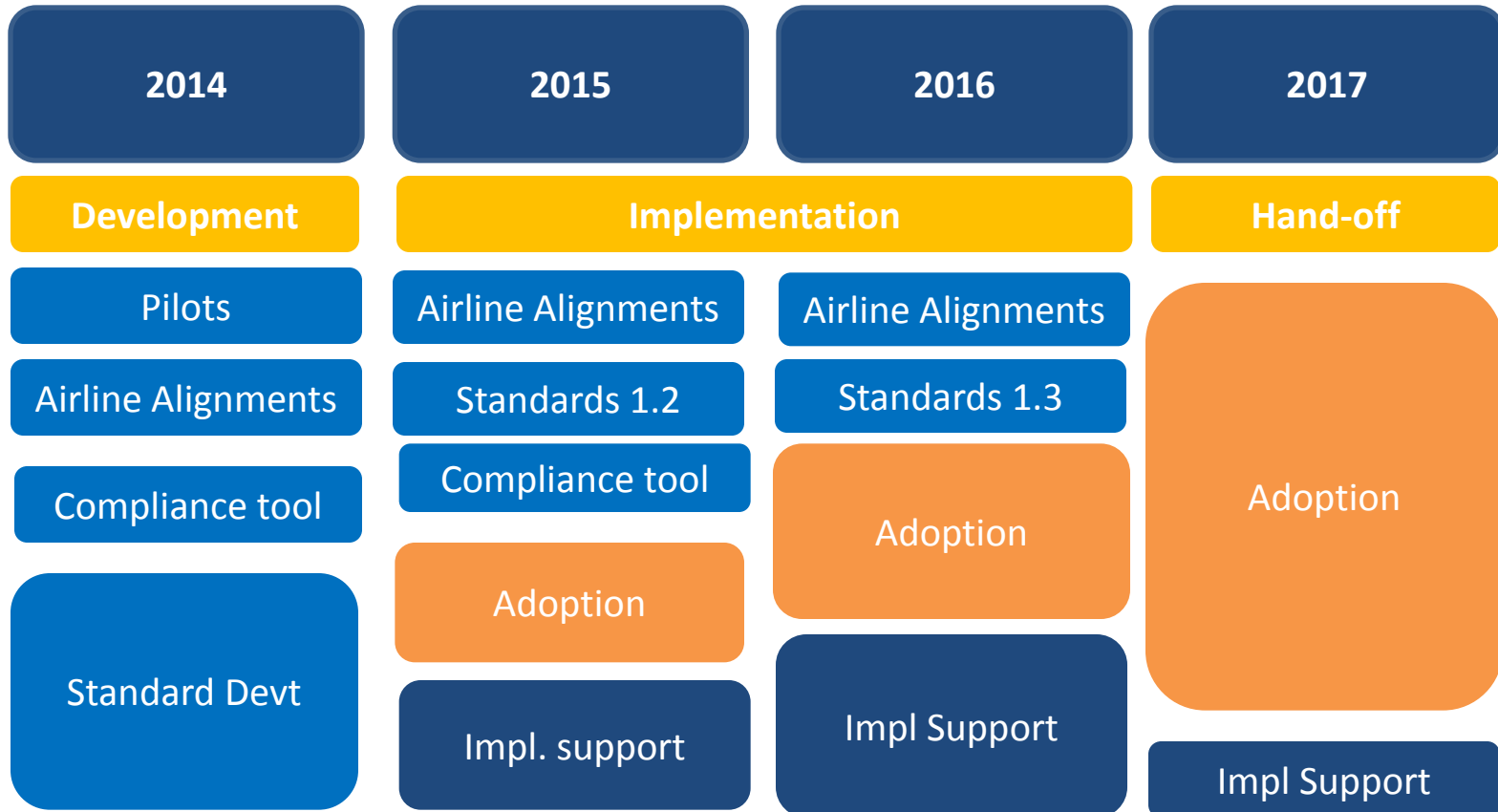
Passenger Distribution Stakeholder Forum

Airlines | GDS | IT Providers |
Travel Trade | Corporate
Buyers (e.g OpenAllies, GBTA,
WTAAA etc.)

What Happened in 2014

- Pilots with live booking transactions
- Airline alignment sessions
- Continued engagement across the value chain
- Completion of NDC Standard (version 1.1)
- Release of the NDC Implementation Guide
- Delivery of NDC 'incubator'

NDC Roadmap





www.IATA.org/ndc

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New Distribution Capability



Facilitating Air Retailing

NDC (New Distribution Capability) will enable the travel industry to transform the way air products are retailed to corporations, leisure and business travelers, by addressing the industry's current distribution limitations: product differentiation and time-to-market, access to full and rich air content and finally, transparent shopping experience.

Sign up to receive the [NDC Hub e-newsletter](#).

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The NDC program

NDC (New Distribution Capability) is a travel industry-supported program (**NDC Program**) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (**NDC Standard**).

The NDC Standard will enhance the capability of communications between airlines and travel agents. The NDC Standard will be open to any third party, intermediary, IT provider or non-IATA member, to implement and use.

NDC Blog

News, mythbusting and a lot more. RSS also available.
[Go to the NDC Blog now](#)

The NDC Standard will enable the travel industry to transform the way air products are retailed to corporations, leisure and business travelers, by addressing the industry's current distribution limitations:

- Product differentiation and time-to-market
- Access to full and rich air content
- Transparent shopping experience

For and by the travel industry

Airlines, travel management companies, online travel agencies, corporate buyers, global distribution systems and other technology players are working together to bring the NDC Standard to life.

Through a collaborative approach to the NDC Program, the participants ensure that the supporting schemas are functional and can be used by all regardless of business focus, geographic location, size, target markets and individual commercial policies.

The power of standardization

An industry standard will facilitate a more efficient airline distribution system, thereby benefitting airlines, agents, GDSs, IT providers and travel start-ups.

Structured around seven distribution-related functions, the NDC Standard provides the opportunity to address the end-to-end airline distribution process, e.g. shopping, booking etc., and to deliver enhanced customer experiences.

Contact us

[Get more information on NDC.](#)



Thank you