



New Distribution Capability (NDC)



Topics covered

- Background
- What is NDC
- NDC brought to life
- The end-to-end scope
- Progress to date and roadmap
- How you can benefit



From Flight Distribution...

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* 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
2LH: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
5LH: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	Arrival	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> BOOK 3 seats left at this price. Details
06:25 New Delhi →	20h 35m 1 stop AMS →	17:30 New York	Royal Jordanian RJ-103	Rs 43163 <small>100% off</small> BOOK Details
07:05 New Delhi →	24h 25m 1 stop LHR →	22:00 New York	British Airways BA-256	Rs 49080 <small>100% off</small> BOOK 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> BOOK 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> BOOK Details
03:40 New Delhi →	22h 50m 1 stop LHR →	17:00 New York	British Airways BA-256	Rs 53465 <small>100% off</small> BOOK 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> BOOK Details

Filter Flight Results: [Reset]

Leaves: Delhi #
0 Hr - 24 Hr

Refund/Non-Refund
 Refundable
 Non-Refundable

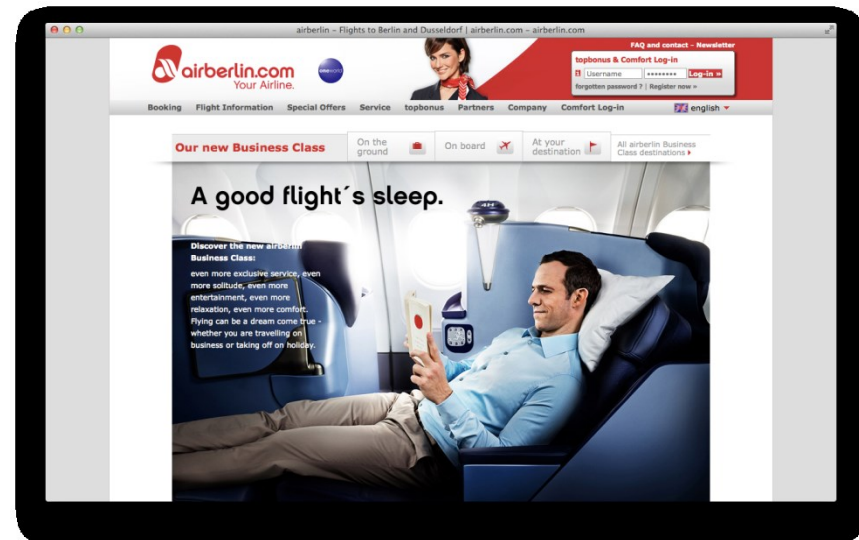
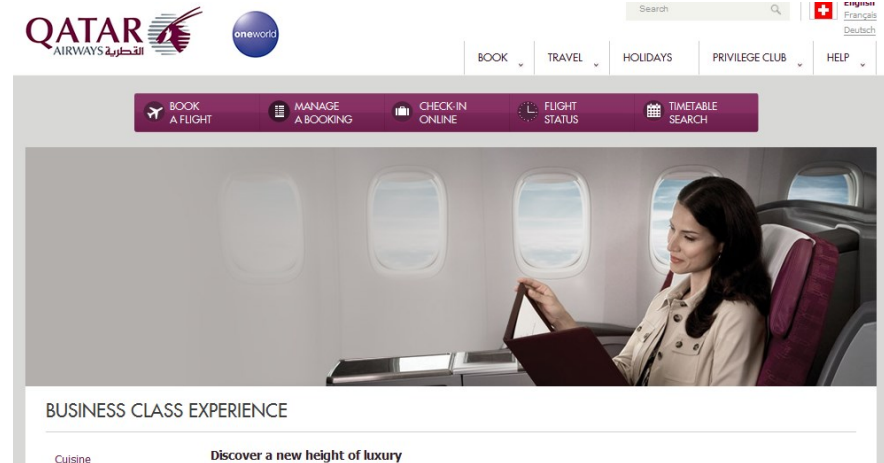
Stops
 0 1 2+

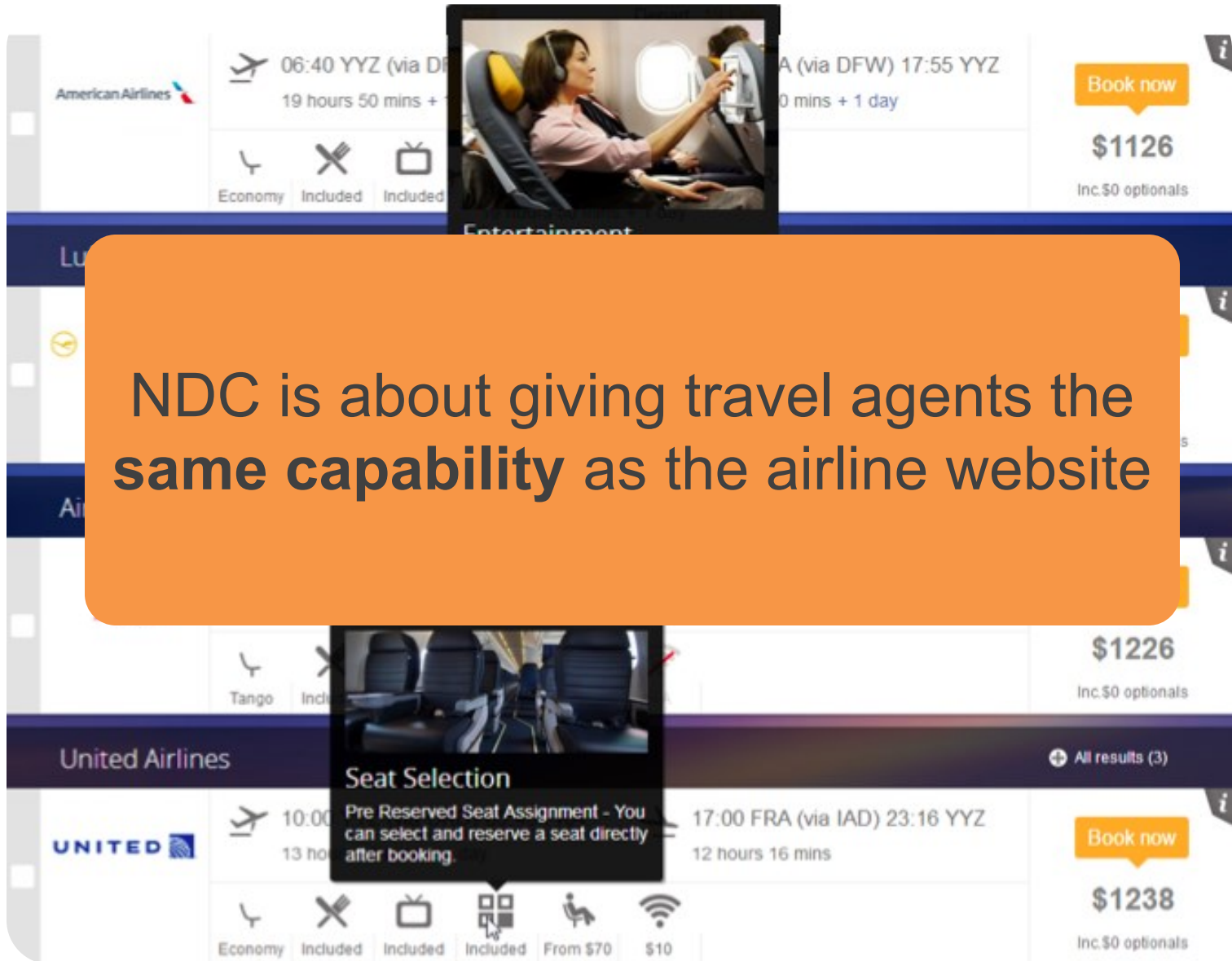
Airlines
 All Carriers
 British Airways
 Royal Jordanian
 Air India
 Qatar Airways
 Aeroflot Russian Airlines
 Air China
 Japan Airlines
 Turkish Airlines
 Jet Airways
 Virgin Atlantic Airways
 Chinasouthern
 Gulf Air
 Lufthansa
 American Airlines
 Emirates Airlines
 Cathay Pacific
 Delta Air Lines
 Kim Royal Dutch



... to Air Retailing

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





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

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



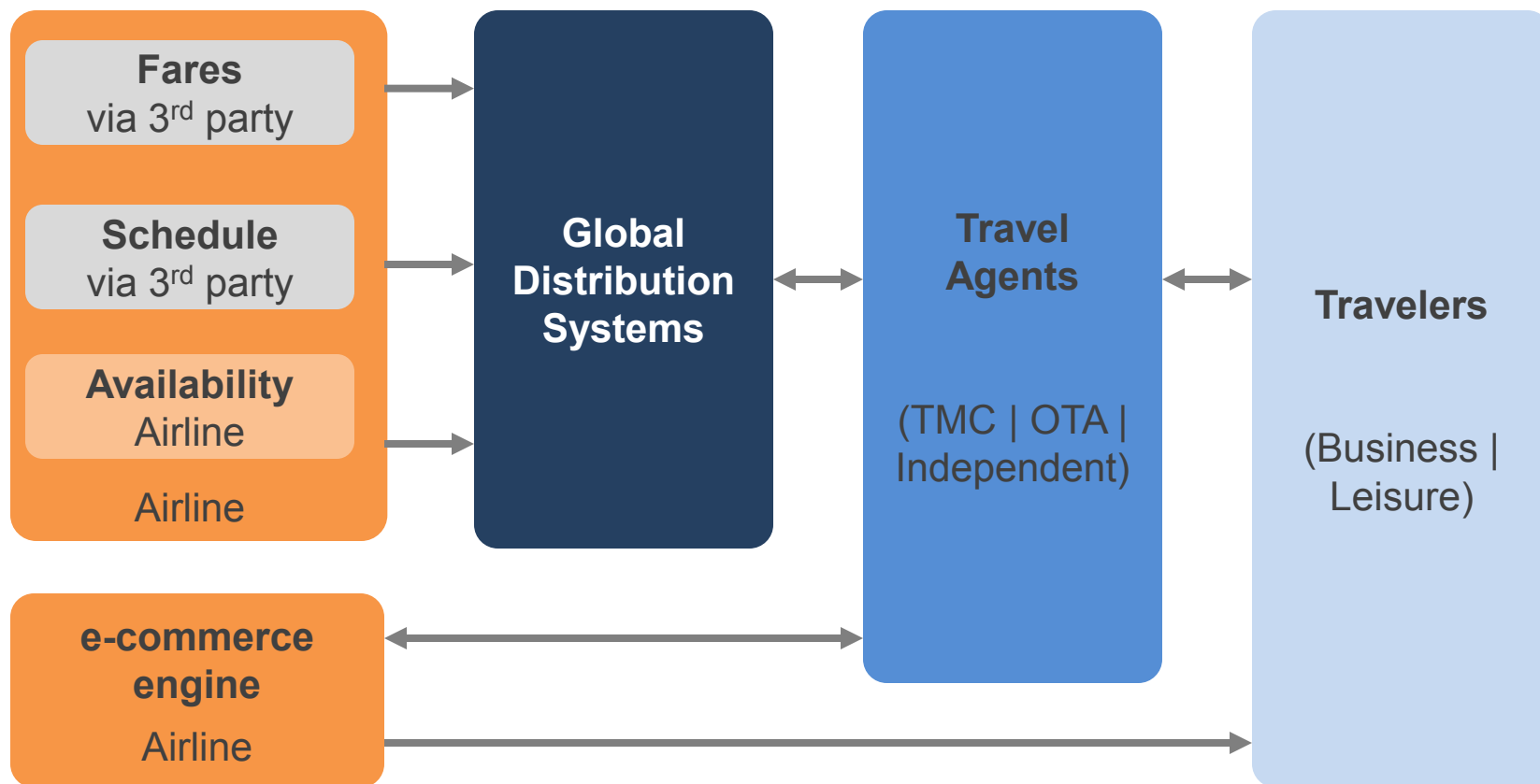
What is NDC?

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.

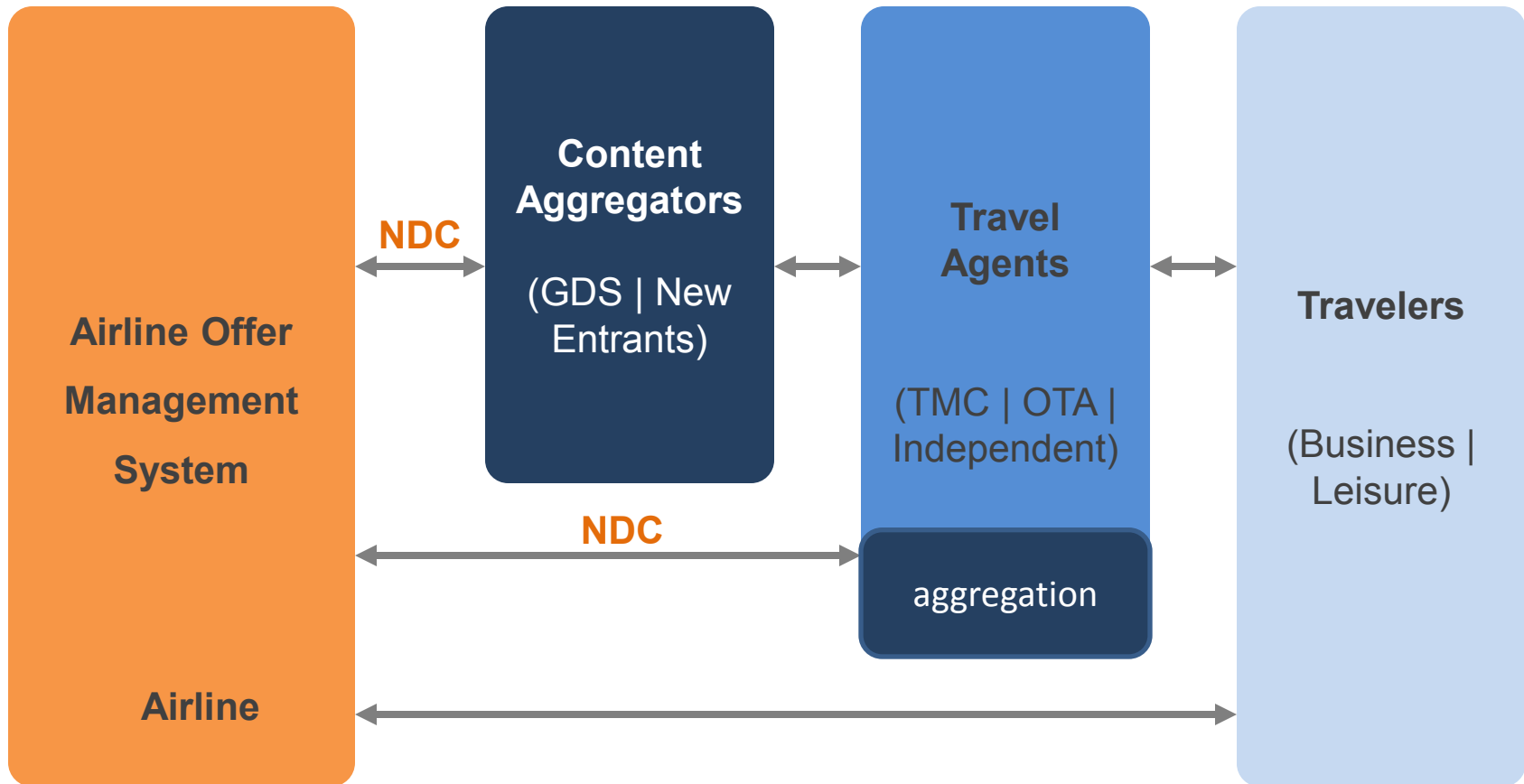


Flight Distribution Today



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)

<input checked="" type="checkbox"/> Select	In Flight	Airport	Baggage	Fare	Sort by Price
British Airways + All results (3)					
<input type="checkbox"/>		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		
		Economy	Included	Included	1
				\$1011	Inc. \$0 optionals
American Airlines					
<input type="checkbox"/>		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		



Airline

Agent

Customer

Who benefits from NDC?

Product differentiation

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

Order quality

- Only offers get ordered, no mistakes or ADMs

Access to full and rich Content

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

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



Scope and application of NDC

Shopping

Booking

**Payment
&
Ticketing**

**Airline
Profile**

Servicing

Interlining

Reporting, Settlement & Accounting

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

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



Technical Development

1

November 2013

NDC Shopping schemas released for testing

December 2013

Live transaction | Hainan Airlines & TravelSky

2

August 2014

Updated NDC Shopping schemas based on Pilot learnings

New NDC Booking, Payment & Ticketing

1

5 x 'Pilots' Delivered in 2013

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

2

3 x new 'Pilots' Kicked-Off in 2014

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

3

3 x new 'Pilots' Announced on Monday 2 Jun 2014

Aer Lingus | Aeroflot | Qatar Airways

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

Airlines | GDS | IT Providers |
OTAs | TMCs | Corporate
Buyers

Data Distribution Exchange Working

70+ experts from:
Airlines, GDS, IT
providers, agents etc.

Airline Distribution Stakeholder Forum

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



The next 3 years for NDC

2014

Airline Alignment

Pilot Projects

V1 Standard Development, Implementation Guide & Compliance

2015

Airline Alignment

Pilot Projects

Standard Development

Market Deployment

2016

Standard Development

Implementation support

Market Deployment

Stakeholder Engagement



How you could benefit from NDC

- Seamless experience/offering across sales channels, and product differentiation in indirect channels
- Dynamic merchandizing of tickets and ancillary services across all sales channels
- Leverage your Frequent Flyer Program

- Potential for Cost of Sales reduction (new aggregator role, modern technology, greater competition)
- Opportunity to review your commercial model

NDC is simply an enabler for your strategy



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[Simplifying the Business](#) ▸

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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.

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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.](#)