IATA GDC Vision and Strategy

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IATA

The Global Delivery Centre

Vision GDC

Our commitment

We have committed to deliver a cheaper, faster, safer, more relevant and customer-centric service

Strive to deliver service excellence by anticipating and responding rapidly to evolving customer needs and financial landscape

Our vision: to be the financial settlement platform of choice (at least 51% market share)

We need to move 1$ from payer to payee in the safest, best value for money, fastest, and most convenient way (knowing that payees also have bills to pay)

GDC Strategy Drivers

Customer Centricity

Market Relevance

Operational Excellence

Collaboration

Customer Centricity

In everything we do

- Alignment with the CSC Strategy
- Differentiated Service for Top Accounts
- 24/7 for critical activities: Global and Continuous Operations
- Self-Service & Seamless
- Personalized & Flexible
- Communication 2.0 & Omnichannel
- Easy for the customer… and for our teams
- Service Mindset Culture

Operational Excellence

Maximized Efficiency & Synergies

- Delivering on our improved service levels
- Risk Management 2.0 through data analytics, integrated information, artificial intelligence and blockchain, for all products
- Automation through use of latest technologies (Artificial Intelligence, Robotics Process Aut.)
- One integrated and scalable system architecture and perfect data (SPOC)
- Six Sigma for operational improvements
- Aligning and re-challenging every single SOP and assumptions
- Continuity and compliance

Market Relevance: 2X

Understanding that we are not alone

- Moving towards a product approach
  - Articulating much better our value proposition and improving it
  - Integrating our services and provide more flexibility to obtain the maximum benefits for customers and IATA (cross/up-selling)
- Adapting and embracing industry distribution and payment changes
- Expanding our reach to any form of payment, any stakeholder, any financial relationship
- Watching technological opportunities to continuously innovate
- Benchmarking against competition and measuring our market share

Collaboration

Our people, our strength

- A more aligned, engaged, agile and collaborative GDC
- Increase collaboration, training and service to our internal customers and partners. Act on the Voice of the Customer
- Develop our people, with a key focus on increasing knowledge in distribution and payments
- Partnership for mutual benefits with industry stakeholders
- Strengthened governance through improved collaboration, simplification, communication and speed

FDS Distribution and Payment – Key in 2019

NDC

- 8% volume in 2019 for Leaderboard airlines

ONE Order

- 5 Order Management Systems capable

BSP/CASS

- Safer Funds (0.012%), On Time Funds (99.98%), Lower Unit Fees
- Ensure roll-out of NewGen (covering 90% of volumes)
- Implementing recent PAConf decisions taken around Risk Management
- Adapting to NDC & Orders

Payment B2B

- Transparency in Payment completion & supporting airline action to communicate payment policies

Payment B2C

- IATA Pay

Thank you!

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