Together Let's Build Airline Retailing

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 enhances the capability of communications between airlines and travel agents and is open to any third party, intermediary, IT provider or non-IATA member, to implement and use.

Why NDC?

NDC (New Distribution Capability) enables 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.

Who Will Benefit From NDC, and How?

Available on a voluntary and open basis, NDC benefits different industry players across the airline distribution value chain as follows:

FULL SERVICE & LOW-COST AIRLINES

Differentiate their Products and Services

- Distribute the entirety of the airline's product portfolio, including ancillaries and promotional fares

- Present the airline's products in an attractive manner, using rich format like photos and videos

- Expand the amount of information available on each product: attributes, facilities, policies, passenger reviews etc.

- Offer value-added products and services when applicable

AGGREGATORS AND TRAVEL AGENTS

Access Full and Rich Air Content of the Airlines

- Access to the entirety of the airline's product portfolio, including ancillaries and promotional fares

- Work with real-time fare, product and policies information

- Deliver improved comparison capability to customers, based on product and service rather than price only

- Provide personalized service based on customers' full travel history and preferences, if they chose to be recognized

CORPORATE BUYERS & TRAVELERS

Benefit from a Transparent Shopping Experience

- Make all airline product and service information available to corporate buyers, reducing the need for out-of-policies bookings

- View and compare all air transport options and relevant fares available

- Select the most appealing travel option, based on product quality, service level, schedule and price or what it is they value

- Receive personalized offers from preferred resellers based on own and complete travel history and preferences

Visit the NDC web page at www.iata.org/ndc to learn all about the NDC program

What Is The Scope Of the NDC Standard?

The first official NDC industry standard (PADIS 15.2) was published in September 2015, with two scheduled releases planned per year. Structured around key functional domains, the **NDC schemas** provide the opportunity to address the end-to-end airline distribution process, e.g. shopping and order management, to deliver enhanced customer experiences.

NDC Shopping

The **NDC Shopping** schemas enable airlines to distribute their full product offers and to merchandize their baggage, seat choices and ancillary services, using rich content, in an anonymous or personalized manner.

NDC Order Management

The **NDC Order Management** schemas enable airlines to manage NDC-driven orders throughout the entire lifecycle, from booking to fulfillment. It is composed of:

- The schemas for **Booking & Servicing**, to enable airlines and travel agents to manage the order from the traveler, once he/she has selected an offer, and service it at any point throughout the order lifecycle;

- The schemas for **Payment & Ticketing**, to enable airlines and travel agents to collect and pass form of payment details for the supported methods, as offered by the airlines and selected by the traveler; these schemas will also allow travel agents to request accountable documents issuance to fulfill NDC-driven orders.

NDC Airline Profile

The **NDC Airline Profile** schemas enable airlines to communicate the markets for which they are willing to respond to requests for offers and associated services.

Interline

The **NDC Shopping** and **NDC Order Management** schemas will also enable airlines to send requests for offers and associated services to their interline partners, and manage the resulting booking and servicing, including for ancillary products.

NDC Certification

The NDC Certification program was launched in 2015 to bring visibility and transparency to airlines, travel agents, aggregators and IT suppliers that have implemented NDC. Information is publicly available through the NDC Registry. The certification process examines the capabilities of airlines, agents and aggregators to receive and send NDC messages.

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