



# New Distribution Capability (NDC)

**Together, Let's Build Airline  
Retailing**

April 2017



# NDC Basics

# Together, let's build airline retailing.

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## Why NDC?

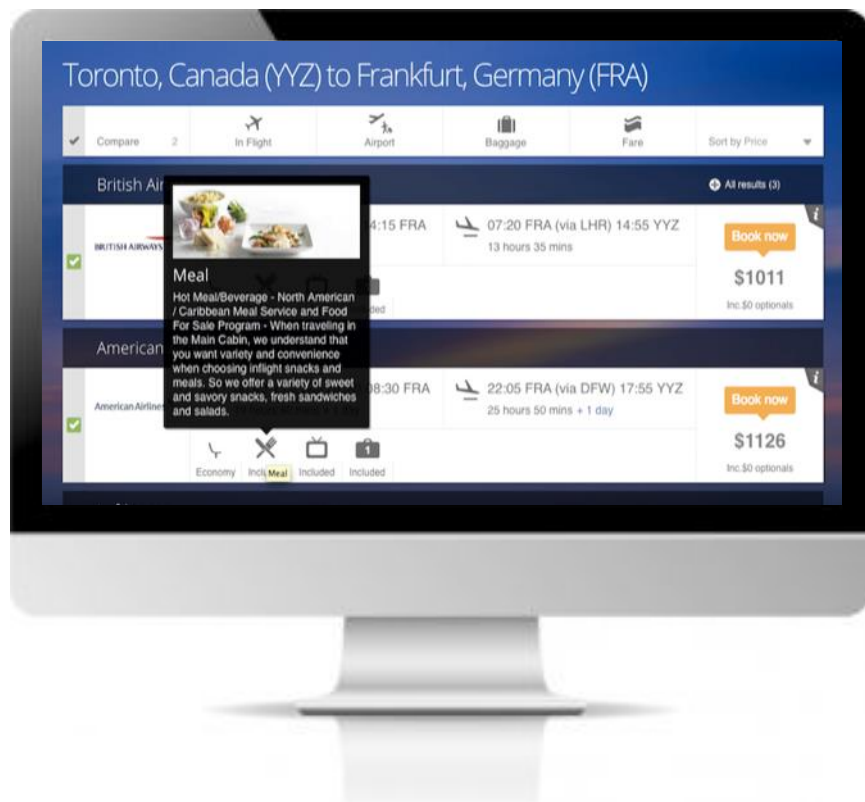
To modernize the way air products are retailed to travel agents, corporations and travelers.

## What is NDC?

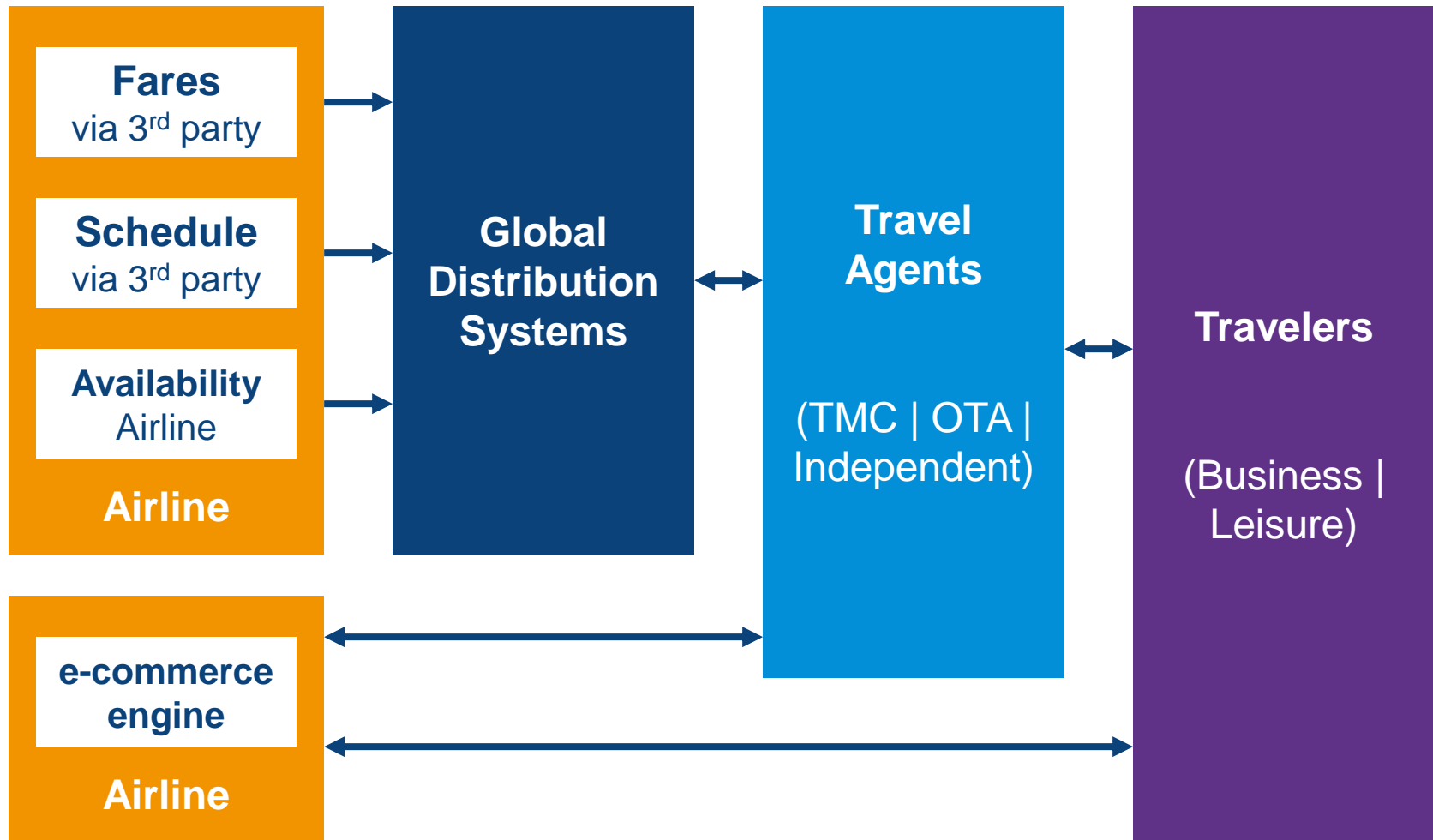
A travel industry-supported program for the development and adoption of a new data transmission standard.

## Who will benefit from NDC?

- Full-service and low-cost airlines
- Content aggregators and travel agents
- Corporate buyers and travelers

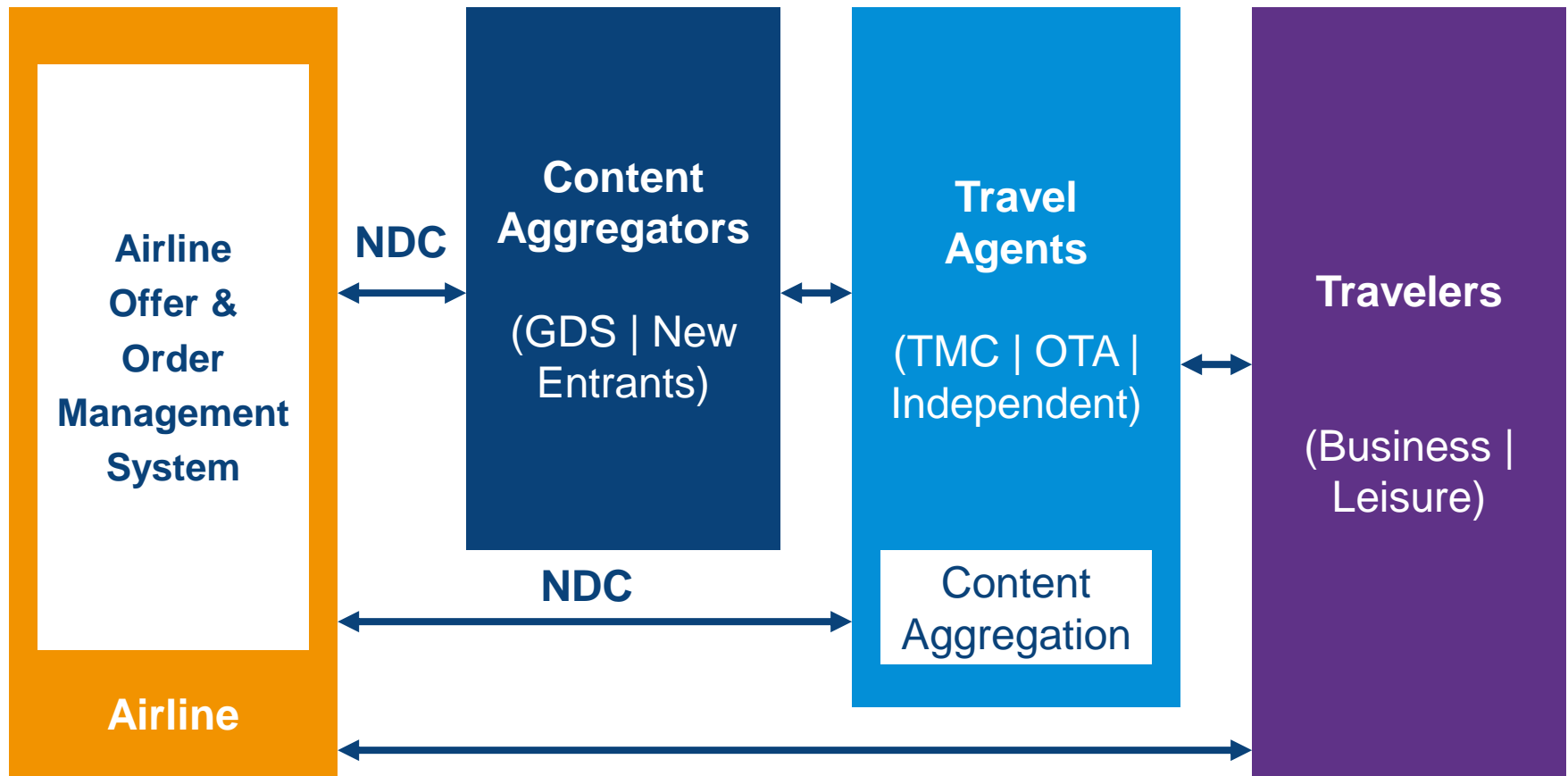


# How Flight Distribution Worked



**Current distribution capability** limits innovation

# How Airline Retailing Works



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

# Scope and Application

Offer Management

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

Order Management

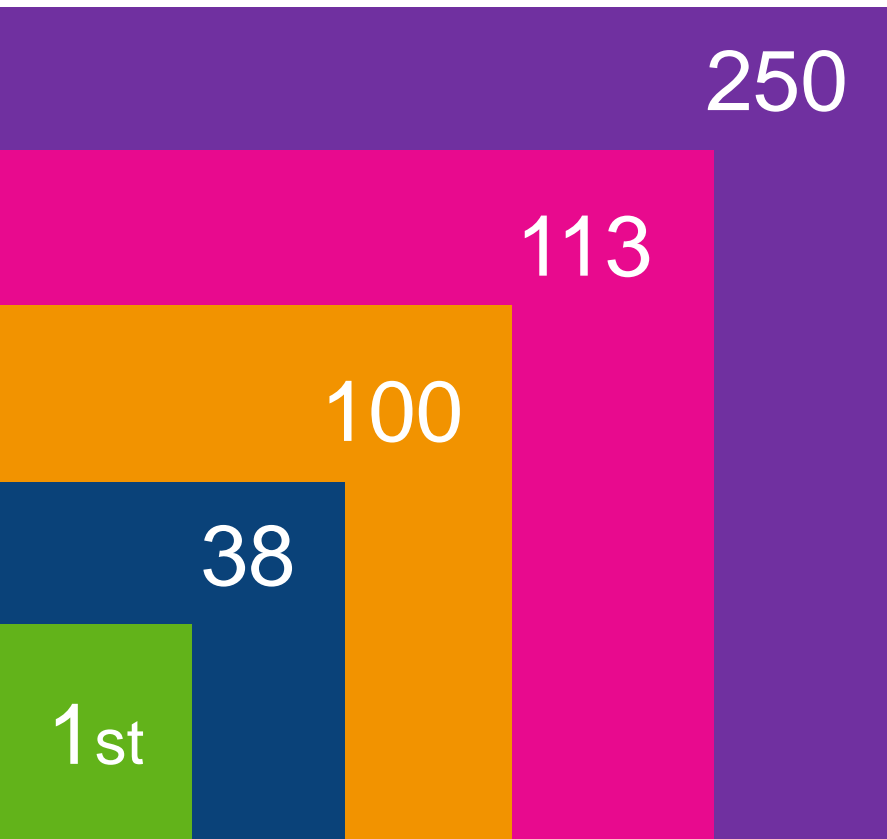
**Booking &  
Servicing**

**Payment &  
Ticketing**

- ▶ NOT a system
- ▶ NOT a service
- ▶ NOT data

# NDC Program Today

# The value chain is engaged



## **First industry standard live**

PADIS 15.2.released in Sep 2015.

## **IT providers engagement**

38 IT providers and aggregators are now NDC-certified.

## **Business travel sees value**

+100 TMC, corporate buyers participated to the 1<sup>st</sup> Business Travel Summit.

## **Airline adoption accelerates**

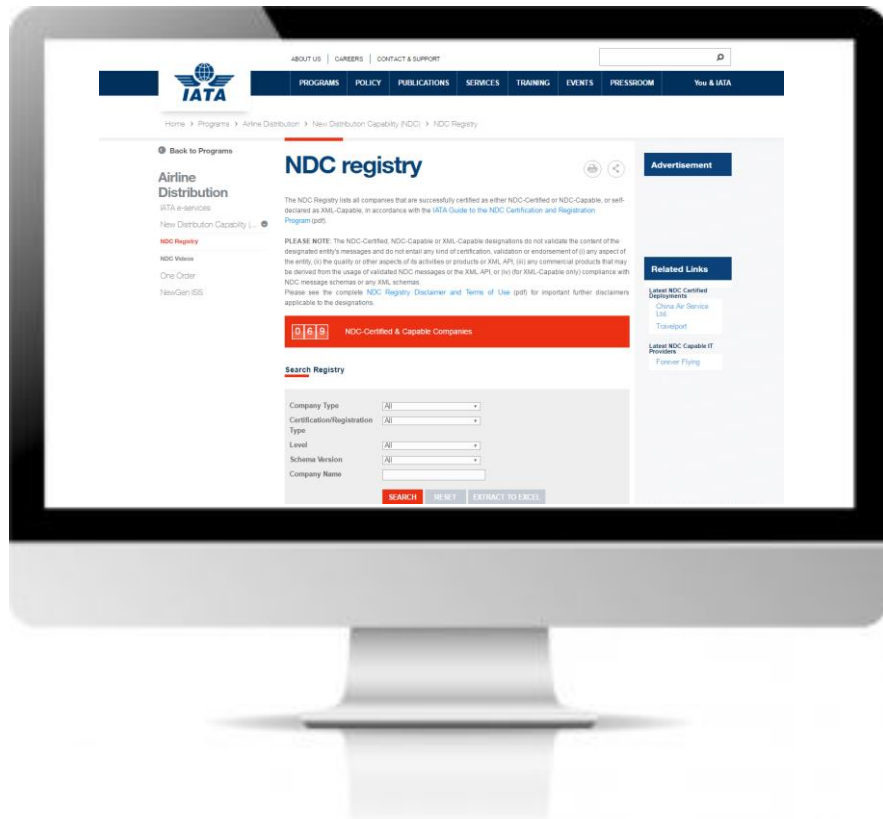
113 airlines have deployed NDC or have plans to do so.

## **Innovation is on the move**

3 Hackathons with 250 Developers, 200,000 API calls & 50+ Ideas



# Selection of players already on-board



## Airlines

Aer Lingus

Air China

American Airlines

British Airways

China Southern

Condor

Emirates

GOL

Hainan Airlines

Hong Kong Airlines

Iberia Express

InselAir

Lufthansa

Olympic Air

Qatar Airways

Rotana Jet

Shandong Airlines

S7 Siberia Airlines

Xiamen Airlines

...

## IT Providers

Amadeus

Datalex

Farelogix

Navitaire

Sabre

SITA

Travelsky

...

## Aggregators

Travelport

Travelfusion

Flyiin

...

## Travel Agents

Skyscanner

Club Travel

Ctrip

Logitravel

Zeerayah.com

...

# First outcomes are visible

## British Airways

- BA NDC Forum focusing on Corporate buyer engagement
- Live with Skyscanner: uses an NDC-based connection to BA to enable fare upgrades and ancillary purchases.

The screenshot shows the British Airways website interface for booking a flight. The top navigation bar includes 'Buy travel' and a progress indicator with steps 1 to 5. The main content area is titled 'Price' and 'Check your flight details'. It displays two flight options: one from Heathrow (London) to Dublin on Tuesday, 11 October 2016, and another from Heathrow (London) to Thursday, 13 October 2016. The first option is highlighted with a yellow background and shows a price of £193.61 for 1 passenger. Below the flight details, there is a table for 'Passenger' information, showing a total price of £193.61. At the bottom, there is a section for 'Save money on your booking' with various discount options like £50 off, £20 off, etc.

British Airways.com

The screenshot shows the British Airways website interface on the Skyscanner platform. The top navigation bar includes 'Buy travel' and a progress indicator with steps 1 to 5. The main content area is titled 'Price' and 'Check your flight details'. It displays two flight options: one from Heathrow (London) to Dublin on Tuesday, 11 October 2016, and another from Heathrow (London) to Thursday, 13 October 2016. The first option is highlighted with a yellow background and shows a price of £193.61 for 1 passenger. Below the flight details, there is a table for 'Passenger' information, showing a total price of £193.61. At the bottom, there is a section for 'Save money on your booking' with various discount options like £50 off, £20 off, etc.

British Airways on Skyscanner

# First outcomes are visible

Enhance your flight experience

On-board service

## Meals on board

from €17.99

Whether you feel like a snack or a 3-course meal, we have something delicious to satisfy your appetite.

close

Outbound flight: Frankfurt Int. » Las Vegas

adult 1

Please select

Inbound flight: Las Vegas » Frankfurt Int.

Please select

All

adult 1

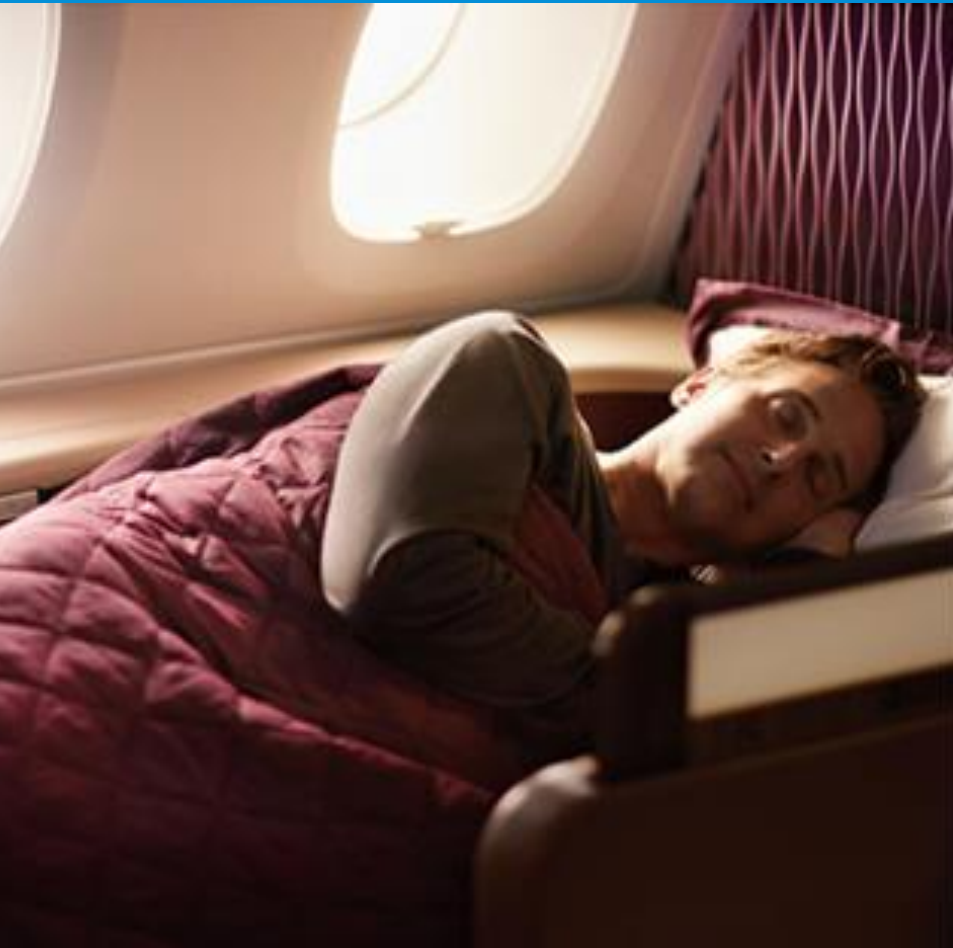
Special Dietary Menu

Learn more

## Thomas Cook travel agencies & Condor

- The Thomas Cook booking interface connected to Condor NDC API enables a higher quality sales presentation through rich media display around ancillaries.

# First outcomes are visible



## Qatar

- With NDC for the first time, agencies can see actual products that they can buy through rich media content.
- And they can sell their new fare family products

# NDC Tools & Comms Channels

# www.iata.org/ndc

- **[NDC Certification Registry](#)**  
A up-to-date list of all companies that are considered NDC Certified/Capable

- **[New Change Readiness Guide for Airlines](#)**  
A support tool for airlines planning their NDC enablement from defining the vision and strategy to initiating the program.



- **Info tab on [www.iata.org/ndc](http://www.iata.org/ndc)**  
To access white papers, case studies and guidelines around the NDC standard.

# Dedicated Microsites

**For AIRLINES**

<http://startndc.iata.org/>

**For BUSINESS TRAVEL**

<http://ndcbiztravel.iata.org/>

**For DEVELOPERS**

<http://ndc.developer.iata.org/>



# Social Media Channels



## IATA TV Channel

Playlists:

- [NDC Educational](#)
- [NDC Demos](#)
- [NDC Program](#)
- [NDC Hackathon](#)

## LinkedIn

- [NDC LinkedIn Group](#)

## Twitter

- #AirlineNDC
- #NDCHack





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