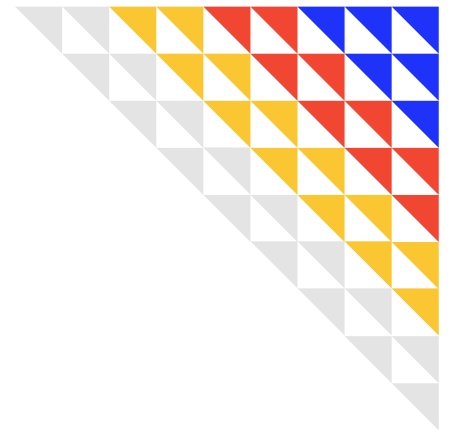# NDC for Travel Sellers

Background

For many years, airlines have distributed their content to travel agencies using Global Distribution Systems (GDSs). GDSs are technology companies that enable travel agencies to provide air and non-air content (hotel, train, etc.) to their customers. GDSs use real time availability, as well as schedule and fares provided by the airlines. Airlines have been moving for the last 10 years progressively to API distribution, based on internet standards (XML). This enables them to better adapt their offers to customer needs.

NDC is the industry standard for airline distribution.

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. NDC creates value in the travel industry and is one of the first steps in the digital transformation journey for airline distribution.

What does NDC enable?

Richer content, personalization, ancillary sales

- Access to more airlines products and services that are available on the airline direct websites
- Increased efficiency in selling airline ancillary products
- Simplified booking process as all offer creation, pricing and fulfillment processes is done on airline side
- Increased productivity and better customer service
- For Travel Corporate Management Companies, a broader role in supporting their corporate customer's chosen distribution channels and policy application

How to access NDC content?

There are three ways to access NDC content:
1. Direct connect
2. New entrant aggregator
3. GDS acting as aggregator
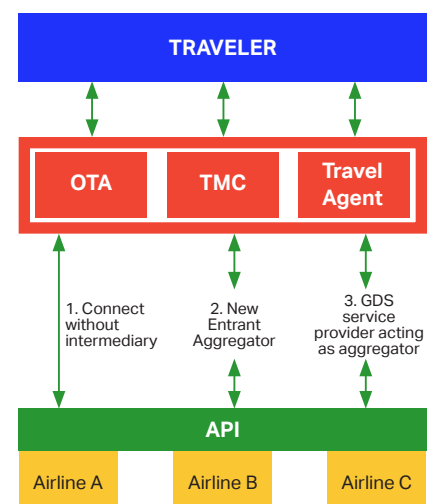
Building your channel strategy

I – Choices of collecting NDC content

The travel agent will need to find ways to access content from the airline's APIs. Several options are available, including but not limited to:
- Direct Connect (without intermediary)
- NDC aggregator (New entrant or GDSs acting as aggregator)
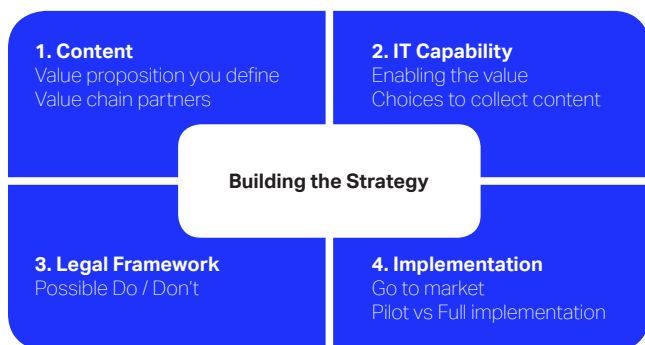
II – Consuming content

Accessing and consuming NDC content together with the legacy content requires some changes in the agent IT platforms (desktop)
- GDS desktop – when ready
- 3rd party desktop
- Own desktop

III – The Buckets for Travel sellers to start

The present environment leaves us with four scenarios when it comes to sourcing content.

1. Content Value proposition you define Value chain partners	**2. IT Capability** Enabling the value Choices to collect content
Building the Strategy	
3. Legal Framework Possible Do / Don't	**4. Implementation** Go to market Pilot vs Full implementation

IV – Example of considerations

- Contractual situation
- Assess your key airline partners
- Consider IT capabilities & identification (e.g., Personalization)
- Assess your existing technology aggregators to implement NDC
- Ensure your OBT partner is aligned
- Business Case
- Capability to aggregate & present NDC and non NDC content
- Engage stakeholders and develop a plan

V - Getting NDC Ready

Check-list across simple steps
- Consider review of IT providers contracts
- Consider how much IT capability you possess, define how you might leverage on it and work with your distribution partners.
- Know what your key airline partner retailing strategies are
- Know how desktop user interface & Mid&back office evolve to cater for NDC and see how NDC improves revenue integrity (e.g ADMs)
- See how business functions, including market specifics (e.g payment) evolve to cater for NDC and the impact.

VI - Steps to the NDC journey

- Determine the value of NDC to short term and end game
- Analyze legal/contractual issues and the framework of implementation of NDC
- Assess IT capability to determine & confirm approach of choice of collecting content
- Build your Business Case & engage stakeholders
- Prepare an RFP going to 3rd party providers
- Process with vendor selection
- Solution deployment

Link to more detailed information: NDC Registry, NDC Matchmaker, IT Solution survey

Learn more on www.iata.org/ndc

IATA NDC