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# NDC: the foundation for Offer Order Transformation

Challenges vs. Opportunities



A group of four business professionals in an office setting. A woman on the left is shaking hands with a man in a white shirt. A man in a suit and glasses stands next to her, and a woman in a striped shirt stands next to the man in the white shirt. They are all smiling and looking at each other. The background is a blurred office with large windows.

Opportunities

# Opportunities



# Opportunities



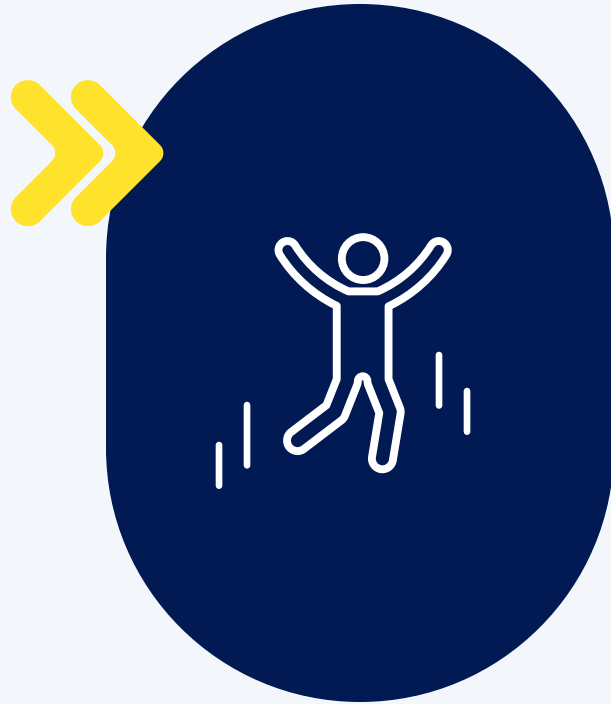
**Incremental  
revenue**



# Opportunities



# Opportunities



**Complete  
control and  
freedom**



# Opportunities



**Reduce  
costs**



**Incremental  
revenue**



**Improved  
customer  
experience**



**Complete  
control and  
freedom**







**Why have 60% of  
Tier 2 & 3 airlines not  
yet adopted NDC?**



**Change management impacts  
operations and systems**



Change management impacts  
operations and systems

# **Lack of technical and commercial understanding**

Change management impacts  
operations and systems

Lack of technical and  
commercial understanding

**Requires investment and  
organizational shifts**





# Insights from industry leaders





# Pioneers and leaders in NDC





**>50%**

global NDC  
transactions





BETTER INFORMATION FOR  
BETTER DECISIONS

# NDC IS HERE TO STAY

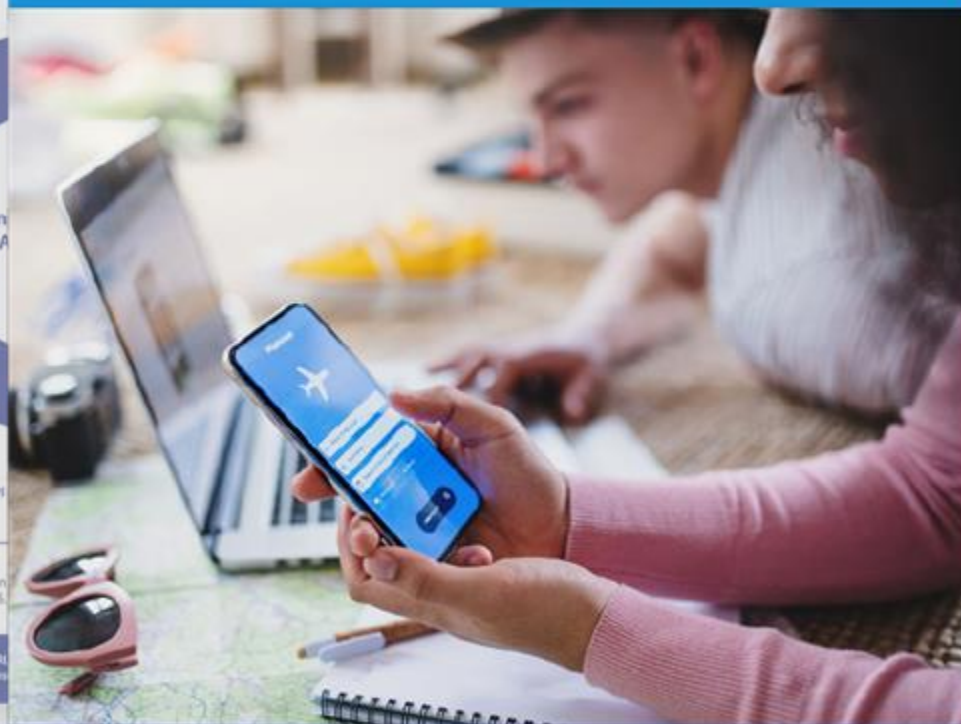


Figure 3: T2RL NDC API

\* During the preparation  
will shortly be 3 out of 5.

T2  
RL

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# STANDARDIZATION





**AIRLINK**

**What are Airlink's  
goals for NDC?**



**AIRLINK**  
Connecting Africa

**accelya**





**AIRLINK**

**What really  
matters for Airlink?**



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So Airlink has a very small  
but competent team of executives.





**AIRLINK**

**What is next for Airlink  
transformation?**



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**Your retail transformation  
starts with:**





Step 1



## **Distribution freedom**

your content,  
your control

## Step 2



**Commercial  
capabilities**  
deliver from day 1

Step 3



**Quick ROI**  
see results fast



## **Distribution freedom**

your content,  
your control

1

2



## **Commercial capabilities**

deliver from day 1



## **Quick ROI**

see results fast

3



Take control of your  
retailing journey





Thank you

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