With key focus on NDC as both, provider and aggregator, we continue to benefit from the extensive partner network and making sure we make this a success for any party involved - airlines benefit from getting access to hundreds of agents straight away and likewise agents benefit from having multiple NDC content within a single application, covering all the key NDC enabled carriers.

"Independent developer and provider of complete solutions for airlines & travel agencies/ corporates (b2c and b2b), incl. own booking engine/ pricer & shop, Front-end, Back-office, API, etc. This includes very own infrastructure and staff, e.a. no 3rd party being involved."
Current NDC offer

“Thanks to almost two decades of intensive cooperation with global GDS/CRS players like Amadeus and SITA and solutions implemented with over a hundred of our customers, we know all the pros and cons of this traditional Distribution model. That’s why we developed and run a brand new Distribution concept, certified by IATA, and based on its NDC, allowing the airlines to offer a customized content for each business partner by significantly cutting its Distribution cost. And likewise enabling agency customers to access the airline content without any GDS surcharges.”

Value proposition

“Combination of an NDC content provider for airlines and NDC content aggregator for OTA customers. Help the airline to push their ndc message to the travel agent”

What differentiates this solution

“Symphony is flexible and easy to integrate”

Currently in production with Czech Airlines (OK), EVA Air (BR), Smart Wings (QS)

NDC Roadmap

As the aggregator

- Get to 15 directly connected airlines in two years
- Expand the usage of the solution in western and southern Europe
- Aim to move 80% of the potential volume of trade bookings from GDS to NDC
- Allow the connection to other aggregator

As the provider

- Proof the airlines that using a technology partner, which acts as both the NDC solution provider and aggregator and has a strong existing network of travel agents, can significantly speed-up and improve the NDC model roll-out

NDC perception

Modules bringing most value

- Order management
- Personalization
- Air ancillary services

Main pain points heard from industry

- Airlines were not aware of NDC
- The business case for NDC was not made / ROI not proven
- Relationship with their PSS provider

Areas of innovations

- Interlining options to be in parity with GDS
- Airlines’ engagement plans with trade to support their GDS/NDC transition
- Back-office standardization for trade (equiv. To A.I.R. messages)
**Functional coverage**

- **BRD NDC use cases coverage**
  - 52% BRD use cases covered
  - 73% Shopping
  - 56% Booking
  - 86% Payment & ticketing
  - 100% Airline Profile
  - 37% Interline

- **Market presence**
  - 3 airlines
  - 3 aggregators
  - 23 sellers

- **Engagement**
  - 10-50 working on NDC
  - +50% NDC bookings in next 2 years (target)
  - 5% NDC bookings in 2 years (target)

- **Key points**
  - Symphony is a combination of an NDC content provider for airlines and NDC content aggregator for OTA customers. It helps the airlines to push their NDC message to the travel agent.
  - Aggregator connected to AA, AF, BA, IB, KL, LH Group, and VY
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IT Architecture

Roadmap

- NDC Interline Partners

Integration Layer

- Airline Profile Distribution
- NDC XML API
- Airline.com

Offer Management & Merchandizing

Order Management

- Rich Media
- Airline Profile

- NDC Aggregator

Payment platforms

- Revenue accounting
- Fulfillment platform
- CRM / Loyalty
- Payments
- Analytics
- Miscellaneous

Security Identity Management

- Airline Profile
- Distribution

B2C / B2B

- CBT
- OTA
- TMC
- Travel Agent

Tools for NDC Developers

- Pricing
- Revenue Management
- Passenger Services System
- Reservation
- Ticketing
- Inventory
- DCS