



## Company profile

**Founded in** 1965

**Head Office address** USA (Washington Dulles International Airport)

**Countries with offices** USA, UK and Singapore

**Main activities** Uniquely positioned at the center of the airline distribution ecosystem, ATPCO enables seamless management of the airfare data that makes our entire industry run more efficiently. We hold more than 189.6 million fares for 439 airlines in 160 countries and manage an average of 5.3 million daily fare changes. Because ATPCO is owned by airlines, we serve as a neutral and trusted partner for our airlines with travel agencies, search engines, global distribution systems, governments, and many other industry partners. Every day, these organizations rely on our thought leadership and portfolio of technology and data solutions to help millions of travelers get where they need to go. Learn more about us at [atpco.net](http://atpco.net)

**Number of employees** Not specified

**Countries with operations** Worldwide

**Global revenues** Not specified

**Main references in airline industry** ATPCO is the world's largest air price content repository with over 189 million fares on its database. Over 87% of all fares in the world are filed and distributed with ATPCO.

## Intended positioning on the market

“

We're leading the industry into the future by delivering all air price content via NDC APIs, connecting all industry members, and creating one community-driven marketplace through smart connections.

”



**Current NDC offer**

- Product name :**
- NDC Exchange
- Addressed clients :**
- Airlines, Aggregators, OTAs, GDSs, CBTs, MSEs, etc
- **Content:** enable delivery of all content through all channels; provide one source for all fare and fare-related data, including rich content such as branded images and videos
  - **Connectivity:** connecting airlines and travel sellers in one marketplace, extending their reach to traditional and non-traditional distribution points and expediting interoperability across the ecosystem
  - **Partnerships:** being the neutral partner at the heart of the industry community allows us to leverage tremendous expertise and capabilities to reduce distribution costs and open up new revenue streams for our

**Value proposition**

- Provides connectivity of airlines to sellers using one platform
- Enables interoperability between new and traditional models
- Supports multiple schema formats and API versions
- Facilitates the ability to cross-sell seats and ancillary services on interline
- Providing opportunities to achieve Level 3 NDC Certification

**What differentiates this solution**

Enable communication between carriers and sellers using different schema versions efficiently, in a highly scalable and flexible platform, along with Intelligent Filtering capabilities to ensure airlines receive only the requests they want

- Currently in production with**
- NDC Exchange community marketplace
  - Intelligent Filtering

**NDC Roadmap**

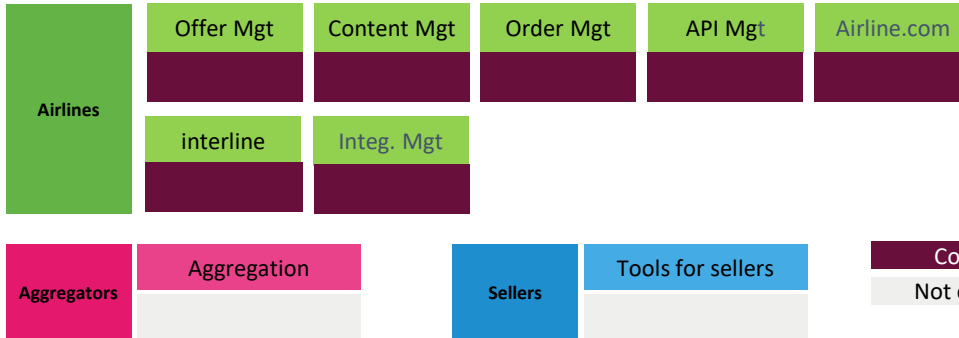
- **Content:** rich media integration, additional Intelligent Filtering capabilities
- **Connectivity:** additional formats and schemas support; access to additional air travel suppliers and sellers
- **Partnerships:** value-added services integration, such as ARC/IATA settlement, to support interoperability across distribution models

**NDC perception**

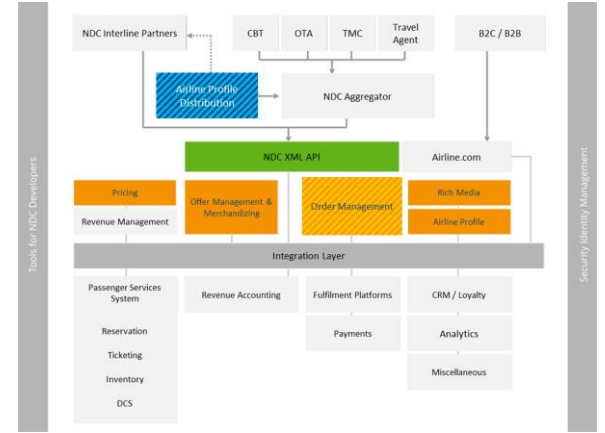
- Modules bringing most value**
  - Integration with legacy
  - Airline profile
  - Air Ancillary services
- Areas of innovations**
  - Migration to later versions of standard
  - Integrate RMS
  - Integrate Loyalty
- Main pain points heard from industry**
  - Airlines lack clear view for transition
  - No preliminary analysis of airline processes
  - Business case for NDC was not made



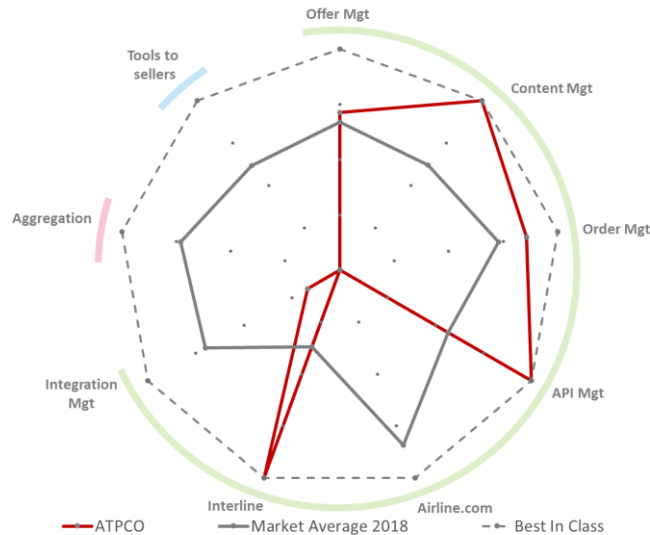
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

N/A % BRD use cases covered

*Our solutions are infrastructure and not covered in the use cases in the BRD*

- 0 % Airline Profile
- 0 % Interline

Market presence

20 airlines, 1 aggregators, 8 sellers

Engagement

10-50 working on NDC, N/A% NDC bookings, +0 to 50% in next 2 years (target), N/A% in 2 years (target)

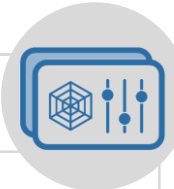
Key points

- IT provider with a specific positioning:
- Provide a universal message translation to simplify connectivity between airlines and aggregators/sellers
  - A community-driven marketplace connecting airlines to sellers and sellers to airlines
  - Enables interoperability across the distribution ecosystem



Covered	Not covered
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Use cases		Functional items						
Airlines	Offer Mgt	Air ancillaries	Non-air ancillaries	Personalization	Dynamic pricing	Rich media	Affinity shopping	New offer logic
	Content Mgt	Reference in NDC message	Text	Video	Picture	Multi-language		
	Order Mgt	Order creation	Post-booking ancillaries	Order change	Order cancellation	Payment	Order repository	One Order
	Airline API Mgt	Direct connect Integration	Aggregators Integration	Airline Profile	Network			
	Airline.com	B2C website and mobile app	B2B website and mobile app					
	Interline	Offer Interlining	Order Interlining					
	Integration Mgt	CRM integration	Loyalty integration	PNR synchronization	Analytics	RMS integration	CMS integration	
Aggr.	Aggregation	Offer messages	Order Messages	Rich media	Airline Profile			
Sellers	Tools for sellers based on NDC messages	Travel agency solutions	Self Booking Tool	TMC solutions	OTA solutions	MSE solutions	Two-way translation	



Architecture

