## DXC Technology

### Company profile

- **Founded in**: 2017
- **Head Office address**: USA (Tysons Corner, VA)
- **Countries with offices**: Global presence (over 70 countries)
- **Main activities**: DXC Technology (DXC) is a global IT and services provider with a dedicated vertical for travel & transportation solutions. In this vertical, DXC supplies solutions to airlines in all operational aspects above and below the wing. DXC supplies Passenger Solutions to carriers, including: core PSS fares, inventory, retail availability and a merchandizing solution geared in the IATA NDC vision of Order Management.

<table>
<thead>
<tr>
<th><strong>Number of employees</strong></th>
<th>150 000</th>
</tr>
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<tbody>
<tr>
<td><strong>Countries with operations</strong></td>
<td>Global presence</td>
</tr>
<tr>
<td><strong>Global revenues</strong></td>
<td>25 Bil USD in 2017</td>
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</tbody>
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### Main references in airline industry

United, COPA, Lufthansa Group and many more

### Intended positioning on the market

"Leading with a well functioning NDC ecosystem across the global airline market"
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**Current NDC offer**

- **Product name:** DXC NDC Adapter
- **Addressed Clients:** Airlines, Aggregators, OTA, distributors, CBT, MSE
- DXC created a NDC Adapter which behaves as an orchestration and translation layer that can sit against any OOMS, IBE or PSS (system-agnostic) and allows airlines to talk their consumers in NDC in one common language. DXC provides a technology that narrows the NDC standard to one unified dialect across all platforms and systems.
- DXC offers different configurations depending on airlines’ needs:
  1. DXC’s NDC Adapter can be implemented atop an existing architecture to make the whole NDC-compliant. Most business rules, especially related to offer and order management, remain in the back end system.
  2. DXC can implement an airline’s PSS as well as the NDC Adapter layer.
- DXC provides an NDC API which is currently used by a couple of aggregators including Travelfusion.”

**Value proposition**

- “DXC’s core value is the fact they can make any system NDC-compliant and that the Adapter unifies multiple dialects to one common NDC language allowing the industry standard to be narrowed and used by a wider ecosystem in an effective manner”

**What differentiates this solution**

- “The NDC Adapter is system-agnostic, extremely cost effective and easy to implement. It comes as a standalone application or pre-integrated with a full function Offer and Order Management System..”

**Currently in production with**

- Several airlines are currently evaluating the opportunity of integrating with DXC to be NDC-compliant.

**NDC Roadmap**

- DXC’s core value is the fact it can make any system NDC-compliant. In terms of ongoing development, DXC is investing into a merchandising solution which would already have the translation layer built into it.
- DXC can help airlines perform real-time analytics to do real-time personalization.
- In order to bring more value to customers, DXC is investigating the opportunity to provide solutions able to handle a large array of ancillaries, thus alleviating a pain point of corporate buyers, as well as integrating inventory from rail and car.
- Further NDC deployments will largely depend on the choices made regarding One Order. DXC is determined to stay aligned and almost ahead of the One Order resolution.

**NDC perception**

- **Modules bringing most value**
  - Personalization
  - Interlining
  - Integration with legacy

- **Areas of innovations**
  - Merchandizing capabilities
  - Implement Interline
  - One Order
  - Order Management

- **Main pain points heard from industry**
  - Business case for NDC was not made
  - Airlines lack a clear view for transition
  - Lack of funds for NDC
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**Value chain**

- **Airlines**
  - Offer Mgt
  - Content Mgt
  - Order Mgt
  - API Mgt
  - Airline.com
  - Integ. Mgt
  - interline

- **Aggregators**
  - Aggregation

- **Sellers**
  - Tools for sellers
  - Covered
  - Not covered

**Functional coverage**

**BRD NDC use cases coverage**

- **39%** BRD use cases covered
  - 100% Shopping
  - 88% Booking
  - 71% Payment & ticketing
  - 0% Airline Profile
  - 0% Interline

**Market presence**

- 1 airlines
- 1 aggregators
- 1 sellers

**Engagement**

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

**Key points**

- Deployed in the environment of aggregators such as Travelfusion
- Agnostic to the airlines systems: DXC NDC Adapter interfaces Offer and Order management systems
- Provide reporting tools

**Architecture**

- **Value chain**
  - Offer Mgt
  - Content Mgt
  - Order Mgt
  - API Mgt
  - Airline.com

- **Integration Layer**
  - NDC Interline Partners
  - CBT
  - GSA
  - NDC
  - Travel Agent
  - DXC / RBS

- **Integrations**
  - Pricing
  - Revenue Management
  - Order Management
  - Rich Media
  - Airline Profile
  - Fulfillment Platforms
  - Payments

- **Tools to NDC Mgmt**
  - Passenger Services
  - Reservation
  - Ticketing
  - Inventory
  - CRS

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## Use cases

<table>
<thead>
<tr>
<th>Airline API Mgt</th>
<th>Functional items</th>
</tr>
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<tbody>
<tr>
<td>Direct connect integration</td>
<td>Airline Profile</td>
</tr>
<tr>
<td>Aggregators integration</td>
<td>Network</td>
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</tbody>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Offer Mgt</td>
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<td>Content Mgt</td>
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## Tools for sellers based on NDC messages

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<th>Sellers</th>
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<tbody>
<tr>
<td>Aggregation</td>
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<tr>
<td>Offer messages</td>
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<tr>
<td>Aggregation</td>
</tr>
<tr>
<td>Offer messages</td>
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</tbody>
</table>

## Functional items

- Air ancillaries
- Non-air ancillaries
- Personalization
- Dynamic pricing
- Rich media
- Affinity shopping
- New offer logic
- Text
- Video
- Picture
- Multi-language
- Airline Profile
- Network
- B2C web site and mobile app
- B2B web site and mobile app
- Offer Interlining
- Order Interlining
- CRM integration
- Loyalty integration
- PNR synchronization
- Analytics
- RMS integration
- CMS integration
- Offer messages
- Order Messages
- Rich media
- Airline Profile
- Travel agency solutions
- Self Booking Tool
- TMC solutions
- OTA solutions
- MSE solutions
- Two-way translation