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### Company profile

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**Founded in** 1949  
**Head Office address** Switzerland (Geneva)  
**Countries with offices** Worldwide

**Main activities** “World's leading air transport IT and communications specialist »

**Number of employees** 4 700  
**Countries with operations** Worldwide  
**Global revenues** Not Specified

**Main references in airline industry** Airlines, airports, aircraft, ground handlers, governments, air cargo, aerospace, air navigation service providers and international organizations

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### Intended positioning on the market

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Supply of network and technology  
services to the air transport  
industry





**Product names :**

- NDC Exchange (in partnership with ATPCO)
- PSS Access (product not yet launched)

**Addressed clients :**

- Airlines, NDC API Users

**Current NDC offer**

- NDC Exchange: Conducts message switching, format transformation.
- PSS Access: Allow NDC Shopping (Offer management) and Order Creation against the SITA Horizon PSS

**Value proposition**

- NDC Exchange will allow airlines and Sellers to make a single connection in order to access a community of other NDC users regardless of which version of the schema they are using.
- PSS Access will allow hosted airlines to connect to NDC-enabled sellers e.g. the MetaSearch providers like Kayak and Skyscanner

**What differentiates this solution**

- NDC Exchange is unique.
- PSS access is unique to SITA-hosted airlines.



Currently in production with xxx

**NDC Roadmap**

- As a PSS we intend to demonstrate that we can consume NDC messages and drive bookings in the PSS. Next steps will involve a specific module, which would parallel the existing ecommerce platform.
- SITA intends to build, with a strategic partner, the following products: NDC analytics and BI that allows airlines to access business and technical insights from their NDC channel
- Pilot implementation: an “NDC utility platform” which would answer most requirements for the industry to reach in order to make NDC work. This service would not be reserved to clients of SITA’s PSS
- One Order will be in the roadmap in the 2-3 years ahead.

**NDC perception**

- ⚠ **Modules bringing most value**
  - Integration with legacy
  - Order management
  - Air ancillary services
- ⚠ **Main pain points heard from industry**
  - Lack of funds for NDC
  - Lack of demand for NDC features
  - No clear view of how to transition
  - Business case not made for NDC



**Architecture**

