# SITA

## Company profile

<table>
<thead>
<tr>
<th>Founded in</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Office address</td>
<td>Switzerland (Geneva)</td>
</tr>
<tr>
<td>Countries with offices</td>
<td>Worldwide</td>
</tr>
</tbody>
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### 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

## Intended positioning on the market

“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

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

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

What differentiates this solution:
- NDC Exchange is unique.
- PSS access is unique to SITA-hosted airlines.

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