



Company profile

Founded in	2003
Head Office	Edinburgh - UK
Countries with offices	Ten offices across the world: Barcelona, Beijing, Budapest, Edinburgh, Glasgow, London, Miami, Shenzhen, Singapore and Sofia
Main activities	“Skyscanner is a leading global travel search company, providing free search of flights, hotels and car hire around the world. Founded in 2003, Skyscanner helps over 60 million people each month to find their travel options with the site available in 30 languages. Skyscanner’s highly-rated free mobile app has been downloaded over 60 million times.”
Number of employees	> 850
Countries with operations	Over 30 markets
Global revenues	-
Main references in airline industry	N/A

Intended positioning on the market

“

A leading global travel search company, providing free search of flights, hotels and car hire around the world.

”



Product name :

Skyscanner's Direct Booking platform

Addressed clients :

- Travelers
- Airlines
- Internal services (e.g. Skyscanner Bots & Voice)

Current NDC offer

Today, the majority of the shopping on Skyscanner is powered by non-NDC API sources (Own shopping APIs, other branded solutions)

Skyscanner uses its NDC “Direct Booking” platform to power airline bookings.

Skyscanner offers a non-agency, “own brand” booking solution where airlines can retail flights and services and travelers can search for, compare, shop and book them. In this regards, functional scope covers the last mile between offer and sale, helping the traveler to review and compare offers and then book the right option for them.

Value proposition

Skyscanner offers a market place for airlines to vend their products and services via modern messaging standards and to generate direct bookings from a non-agency channel. Skyscanner Direct Booking operates as a true NDC seller; the Airline acts as merchant of record, owns the offer and receives a booking directly in their systems.



Currently in production with

British Airways, Finnair, Aeroflot

NDC Roadmap

- Skyscanner intend to integrate the APIs of all partners who wish to retail products in a global travel market place. NDC is a key solution towards deliver of this goal
- Up next for Skyscanner is the ability for Identified travelers to shop for personalized offers.

NDC perception

(!) Modules bringing most value

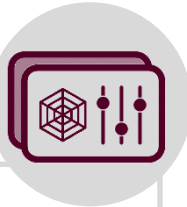
- Dynamic pricing
- Air ancillary services
- Personalization

(!) Areas of innovations

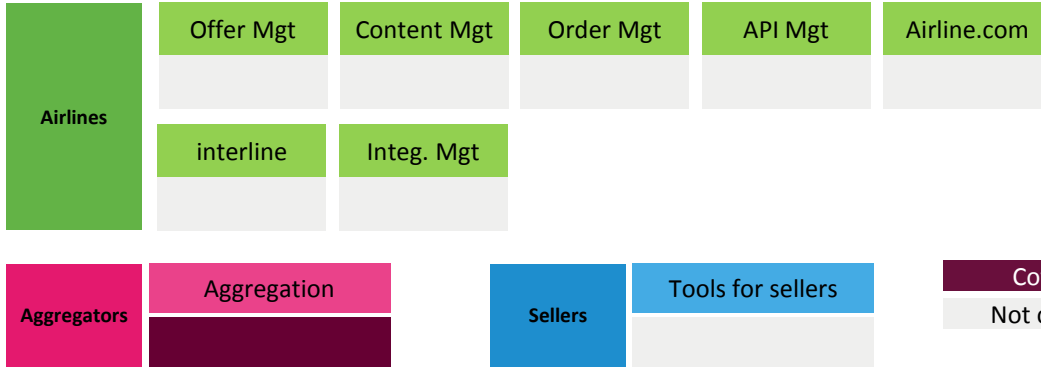
- Connectivity
- Integrate loyalty
- Merchandizing capabilities
- Chatbots

(!) Main pain points heard from industry

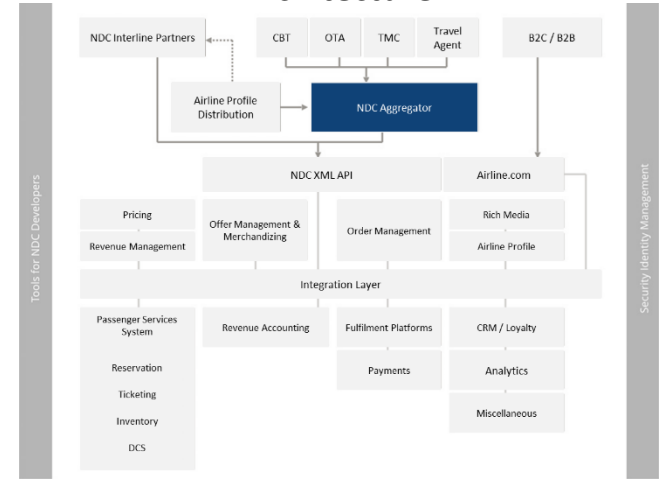
- The ROI for NDC is not proven
- Airlines do not have a clear view on how to transition
- No preliminary analysis of the airline's processes (RM, Pricing, etc.)



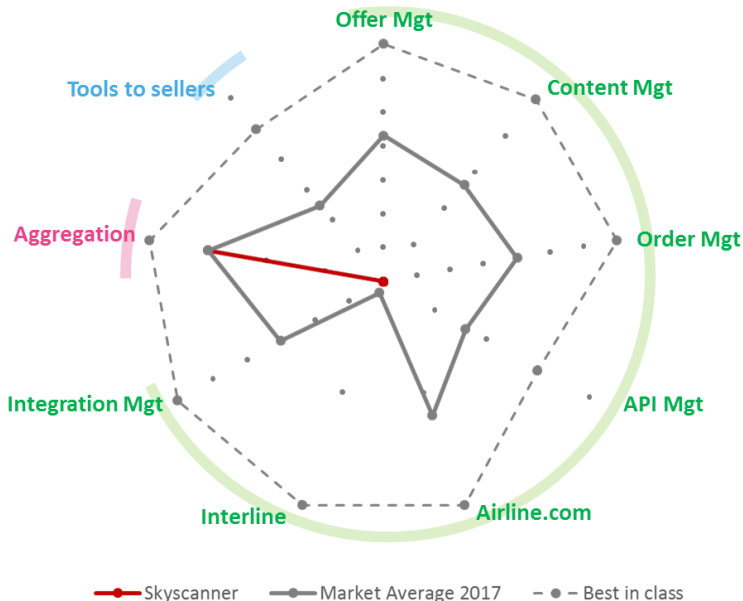
Value chain



Architecture



Functional coverage



BRD NDC use cases coverage

- 4 % BRD use cases covered
- 9 % Shopping
- 6 % Booking
- 14 % Payment & ticketing
- 0 % Airline Profile
- 0 % Interline

Market presence

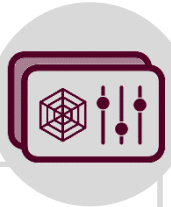
3 airlines, N/A aggregators, N/A sellers

Engagement

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

Key points

- Skyscanner uses NDC aggregation only to power its own booking process
- 3 integrated airlines currently
- 4 to 6 weeks integration for a new airlines



Functional coverage

Covered

Not covered

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 web site and mobile app	B2B web site 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

