

# + NDC for Corporates

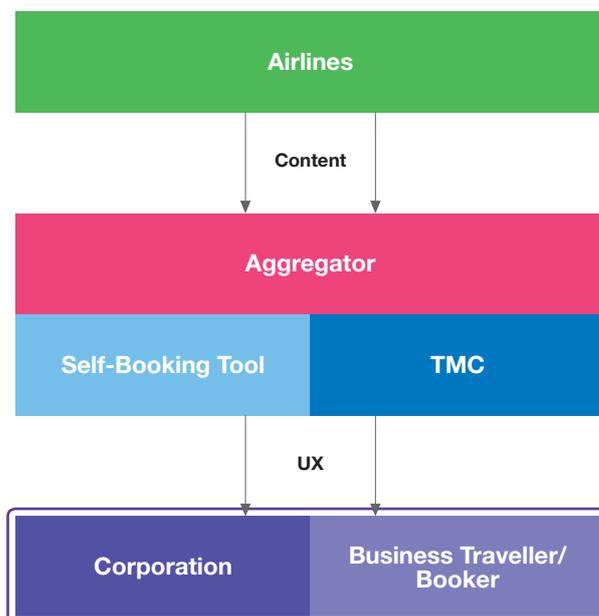
## WHY IS THIS IMPORTANT?

For the business travel community, the implementation of the New Distribution Capability (NDC) represents a tremendous opportunity to influence the travel management landscape. Current processes make it challenging for travelers, corporates buyers, travel management companies (TMCs) and their technology partners to easily compare airline ancillary products and full service options. NDC can add more value to the services that corporate travel buyers provide to their companies.

## ZOOM INTO THE TOPIC

**Definition:** NDC will enable the travel industry to transform the way air products are retailed through the development of a modern, internet-based data standard for communications between airlines and travel agents.

**The needs of a Corporate Travel Manager:** Travel Managers are increasingly challenged to provide value across four key areas: Content, Customer, Control and Care. They are constantly hearing that the supply chain is not providing the content which travelers crave. Travelers are increasingly vocal about the need for better experience. Retaining some control over all of this is becoming more challenging in managing cost, risk and traveler satisfaction.



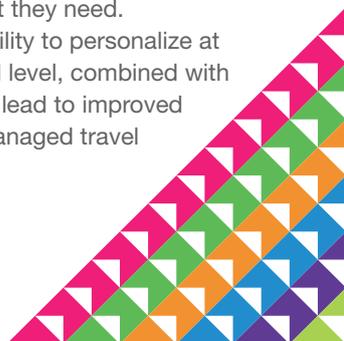
**I am a Travel Manager\*, what is NDC for me?** NDC will enable the travel industry to transform the way air products are retailed through the development of a modern, internet-based data standard for communications between airlines and travel agents.

- ▶ Better traveler experience: Corporations can begin to segment traveler types within an organization and personalize their trip (e.g. add lounge access, FastTrack security and an extra bag).
- ▶ Improved content: Rich content will begin to flow into booking channels, reducing the gap with the airline websites.
- ▶ Focus on a bigger travel management strategy, by reducing the time spent on the challenges of leakage and traveler dissatisfaction through improved content via the chosen channel with all content in one place, in a consumable style.
- ▶ Better data, resulting in a greater visibility of costs (fare types & ancillary costs).
- ▶ Better decision making, due to greater capture of data on total spend of ancillary products sold.
- ▶ More responsive policies, by applying a more dynamic corporate policy at an individual or group level through booking technology.

**I am a Business traveler/travel arranger, what does NDC mean for me?**

- ▶ A more seamless User Interface (UI) – NDC will facilitate the display of richer product details similar to traveler’s leisure and wider online consumer experiences. It will also facilitate the introduction and bundling of non-air products and services too, so there’ll be lots more breadth of services to choose from.
- ▶ Access to content only previously available through airline websites – API distribution using the NDC standard will allow airlines to start distributing, and even creating, ancillary services through the TMC and Self-booking tool providers, ensuring they don’t need to go off-piste to get what they need.
- ▶ Increased satisfaction – The ability to personalize at both an individual and personal level, combined with new products and services will lead to improved traveler satisfaction with the managed travel process.

\*A “Travel Manager” is defined as the primary person within an organization, which spends money on travel for business purposes, whose responsibility is to manage that expenditure as well as the processes and policies surrounding how it is spent.



 **INDUSTRY ENGAGEMENT**

IATA has been actively working with the corporate travel manager community through the Travel Manager Advisory Group (TMAG) in Europe and in North America to understand how the NDC standard will affect this community in terms of challenges, opportunities and benefits. This group of 25 travel managers and procurement professionals is acting as a sounding board for IATA:

- ▶ To present updates and new initiatives which may affect the corporate market.
- ▶ To maintain a dialogue with IATA on issues affecting corporate travel programs.
- ▶ To create a vision for the industry to adopt and benefit from NDC technology.

**Link to more detailed information**

[Taking the Reins](#) (pdf), the Story of How Passionate Travel Managers Created a Vision of the Future of Business Travel Aviation.

Learn more on [www.iata.org/ndc](http://www.iata.org/ndc)

**FACT or FICTION**

**Q. Will all the additional services facilitated by NDC mean I will lose control of what my travelers buy?**

**A.** Today's tools and TMC servicing will be able to apply the same controls in an NDC world just as they do today.

