

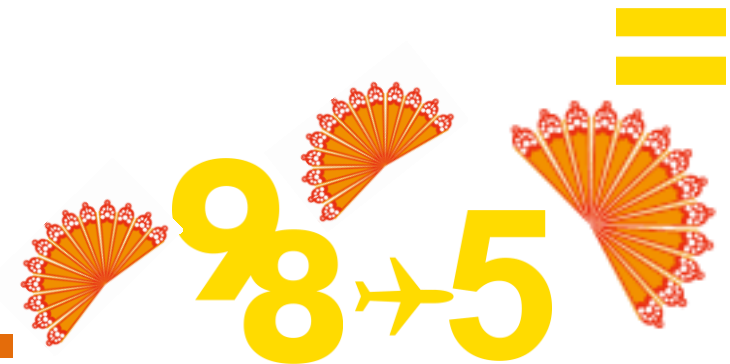


**5<sup>th</sup>**

# World Financial Symposium

**17 – 20 September 2018**

**Madrid Marriott Auditorium Hotel & Conference Center**

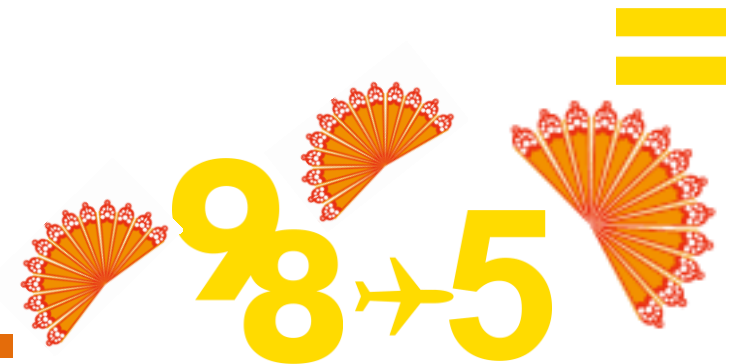




# 7<sup>th</sup> SIS General Meeting

18<sup>th</sup> September 2018

Madrid Marriott Auditorium Hotel & Conference Center



# ATPCO UPDATE

Tom Gregorson


VP of Products & Solutions

atpco





Our collective challenge


An aerial photograph of a cable-stayed bridge over a body of water. The bridge's concrete pylon and stay cables are prominent. A yellow rectangular box is overlaid on the right side of the image, containing white text. A vertical yellow bar is also present on the right edge of the box.

All content.  
All routes to market.  
All relevant offers\*.

\* That change all the time.



It's complicated.



ATPCO is proud of how it  
has helped the industry  
navigate this complexity.

# OUR MISSION

**ATPCO is the industry's trusted partner in driving innovation, reducing complexity, and delivering network economics to the entire distribution ecosystem through standards, technology, and effective governance.**



# Our vision

To fuel the future of air travel, leading the industry into the next generation of distribution, by enabling smart connections of all content through all channels



# Our solutions

## CONTENT



Pricing



Retailing



Taxes and fees



Contract solutions



Revenue accounting

## TECHNOLOGY



NDC connectivity



Monitoring & analysis



Data platform services



Open systems / APIs



Developer portal

## INDUSTRY LEADERSHIP



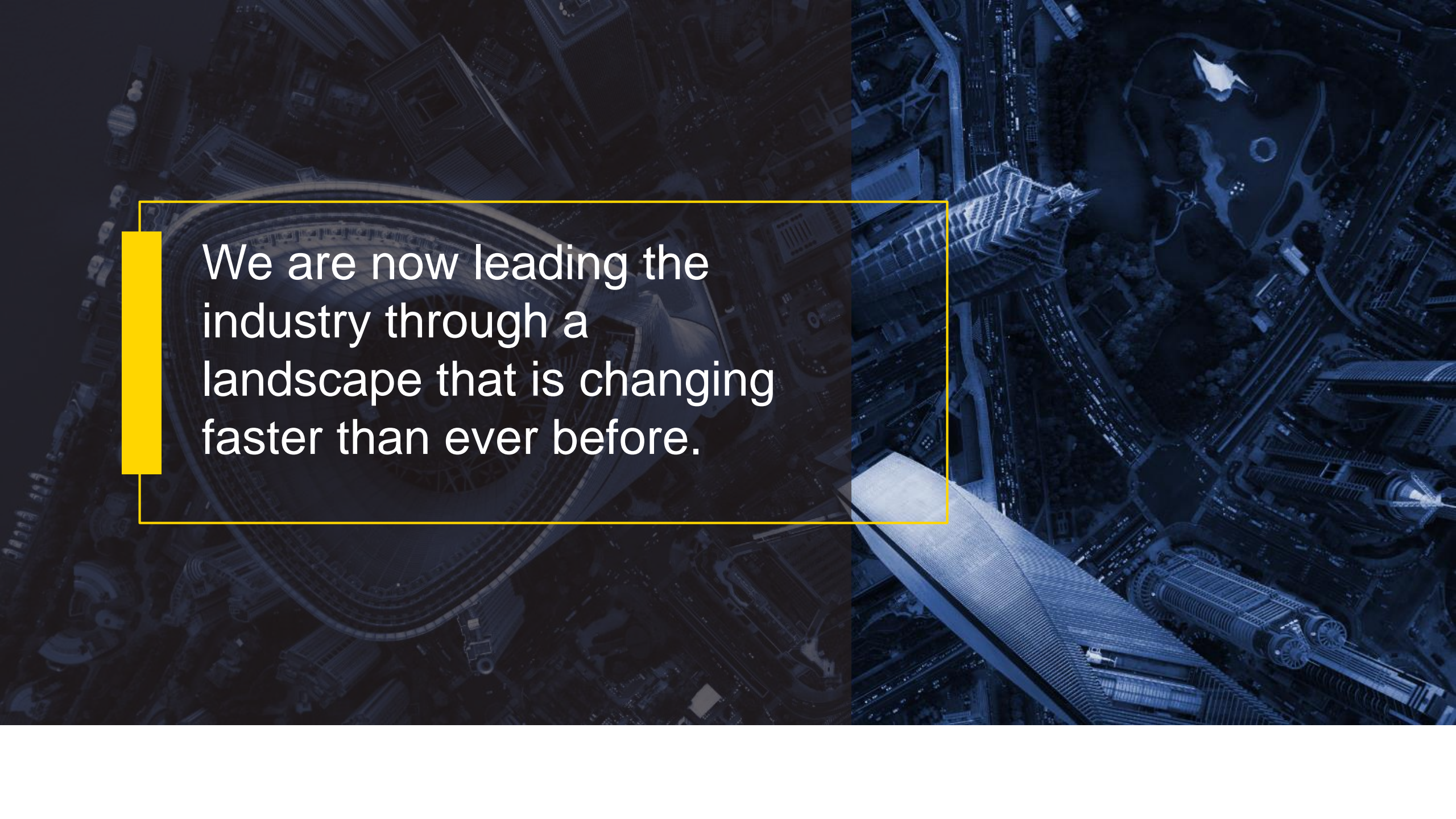
Innovation



Standards



Consulting and training

An aerial, top-down view of a city, likely Dubai, showing a mix of modern skyscrapers and older buildings. A prominent feature is a large, circular, multi-tiered structure, possibly a stadium or arena, on the left side. The image is overlaid with a semi-transparent dark blue layer. A yellow rectangular box highlights the text on the left, and a vertical yellow bar is positioned to its left. The text is white and reads: "We are now leading the industry through a landscape that is changing faster than ever before."

We are now leading the industry through a landscape that is changing faster than ever before.

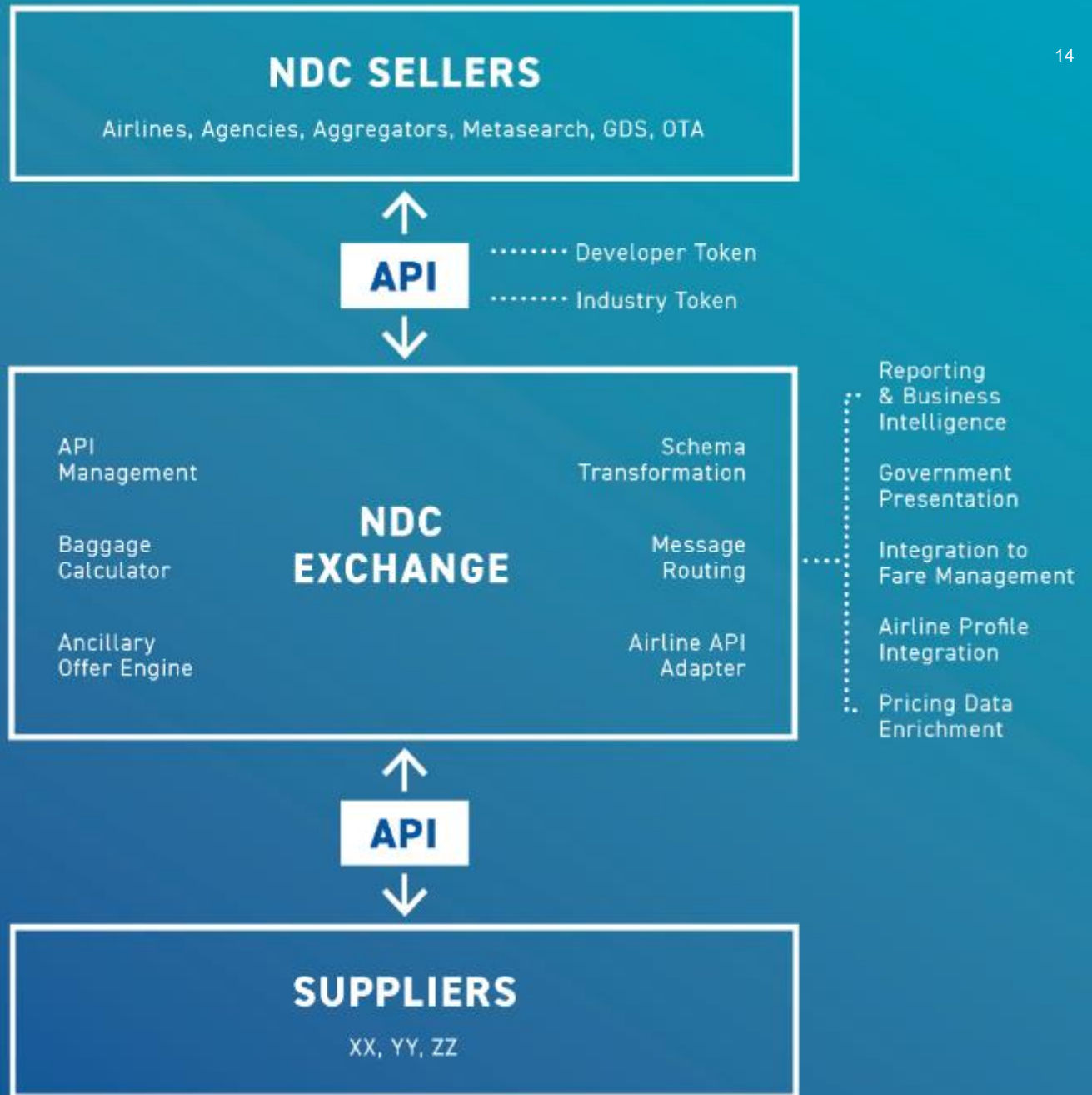
# Four initiatives to help the industry



# Four initiatives to help the industry



# NDC Community Marketplace



# NDC Exchange Customer Pipeline



## Pipeline specifics

- In production June 2018 – AC and 5 sellers
- 131 suppliers and sellers (also aggregators and tech providers)
- 71 active companies
  - 28 airlines
  - 43 Sellers
- Engaged with three primary GDS
- 49 Non-Disclosures executed



Participation Products Communications Training Support About ARC

THE LATEST

## ARC Joins NDC Exchange

BY MIKE PREMO • APRIL 16, 2018

As airline distribution evolves toward a more customized environment, it's important that the global air travel community create processes that increase efficiency and reduce complexity for all involved.

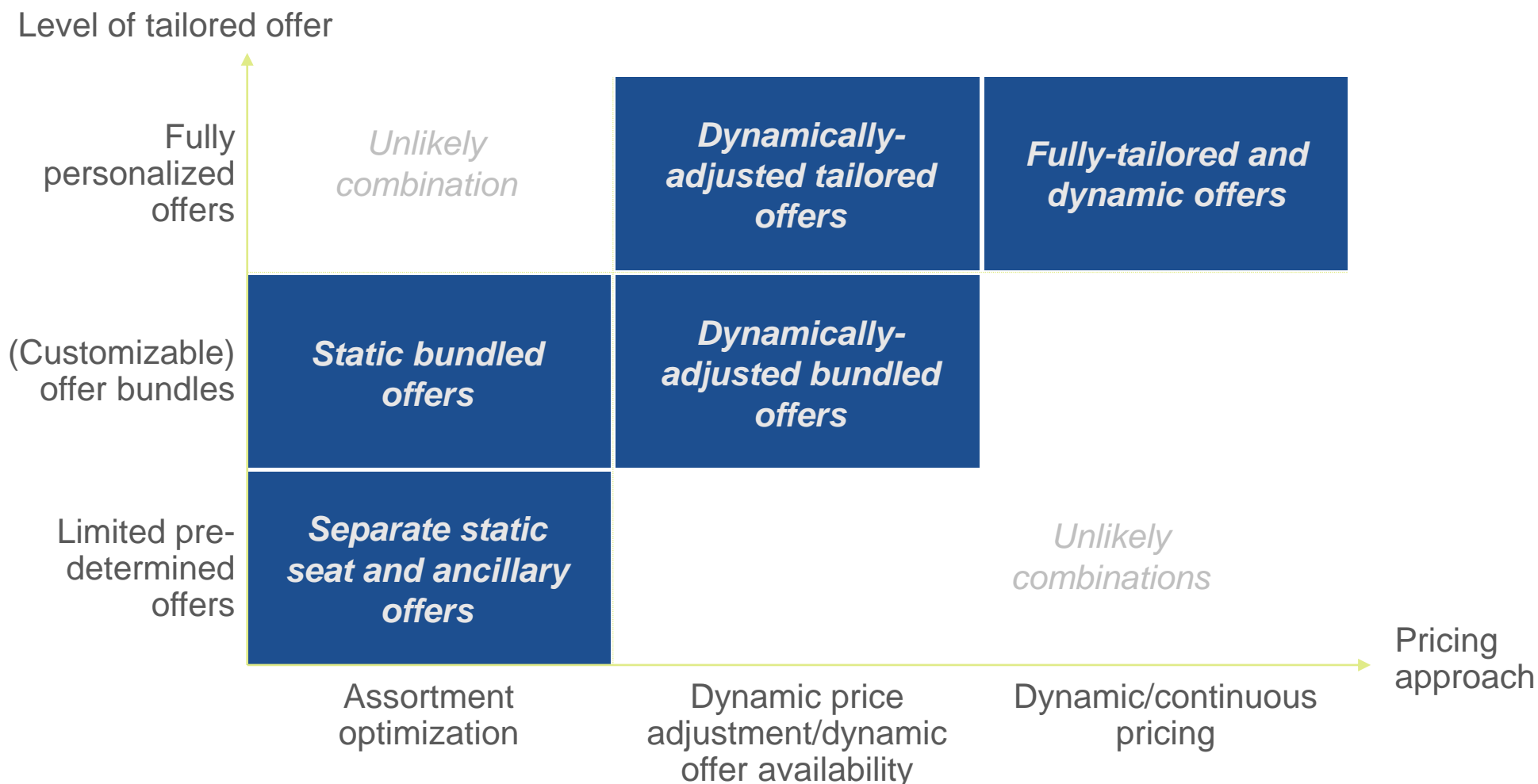
While New Distribution Capability (NDC) represents immense opportunity, it can also mean increased complexity, especially on a large scale like the U.S. travel industry. ARC is committed to creating a clear, flexible environment that enables our travel industry partners to efficiently do business together – whether through traditional distribution channels, NDC and other means – or even new distribution methods that have yet to emerge. That's why we are proud to announce that we've joined ATPCO and SITA's NDC Exchange.



# Four initiatives to help the industry



# 2018 Study on the development towards more tailored offers and pricing



- Stages are **not mutually exclusive** but rather represent **different RM approaches** used by different airlines based on their scale, business model, proportion of in-house legacy IT systems and other factors
- Stages with **extreme misalignment** between **pricing approach** and **offer personalization** are deemed **unrealistic**

# Assortment Optimization

## Two-Character & Dual RBD Validation

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### Exists Today

- Two-Character (YN)  
Internal to airline systems
- Dual Validation (C if M is available)  
All channels
  - Instant upgrade fares
  - Limited use within cabin for fare brands

# Dual RBD Validation: Implementation

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## Distribution of Fares and Rule Data

- Fare Class Application (Record 1)  
Prime booking code
- Booking Code Exception (Table 999) - Prime permitted when secondary is available

# Dual RBD Validation: Implementation

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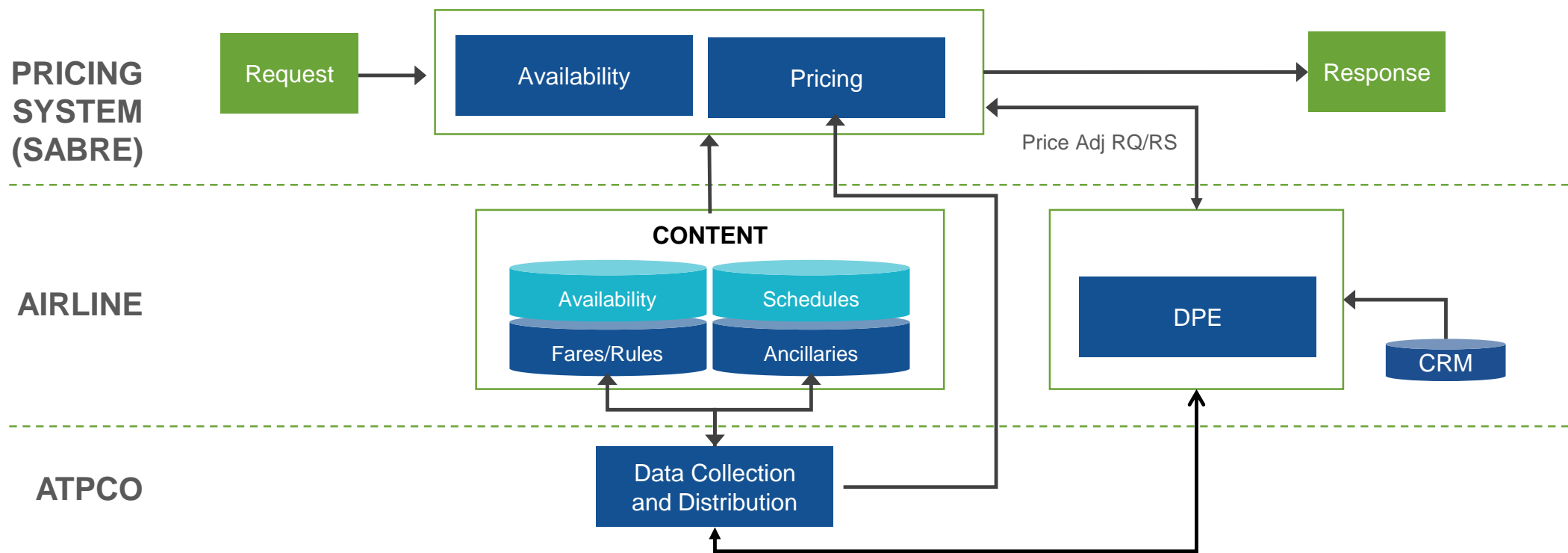
## Revenue Accounting and Audit

- Ticket reflects the prime RBD
- Fare amount and fare basis are the lowest available
- Same process as current “upgrade” fares that are booked in a single premium RBD based on economy class availability

26+



# Dynamic Price Adjustment



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# FARE AND RULE DISTRIBUTION

- ATPCO distributes public fares
- ATPCO distributes DPE fares to the DPE and airline internal systems
  - (Two-Character or Dual RBD based)
- Eligible fares/Itineraries will be identified by the Airline Profile



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# REVENUE ACCOUNTING AND AUDIT

- Ticket will reflect DPE tariff and fare
- GDS and public tariffs will not reflect DPE fares

# CONTINUOUS PRICING

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Stay Tuned

# Four initiatives to help the industry



# Continue the move to Industry Single Source of Tax Data and Automation



Closes the gap  
between distribution  
and revenue  
accounting



Reduces  
rejection in the  
back office  
environment



Supports NDC  
Initiative

# Tax Concept

Q2 2018

End of 2018

3-6 years

Today

Phase 1

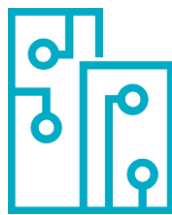
Phase 2

Phase 3

IATA Industry  
Resolution New RATD



Industry Interline  
Tax Calculator



Industry Tax  
Reference



Real Time Tax  
Engine



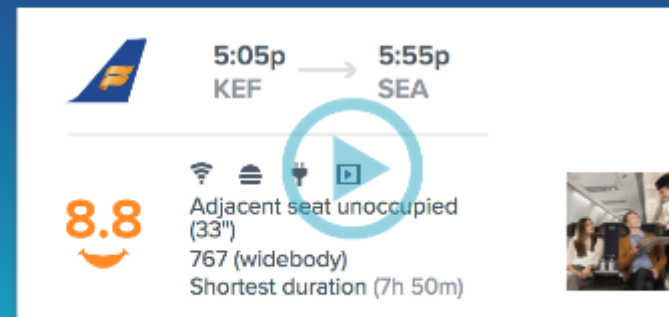
# Four initiatives to assist the industry in this NDC & traditional distribution world





# The industry standard for airline rich content

ATPCO has acquired Routehappy. [Read about it](#)




Delta Air Lines logo

5:05p → 5:55p  
KEF → SEA

8.8

Adjacent seat unoccupied (33")  
767 (widebody)  
Shortest duration (7h 50m)

Icons: Wi-Fi, Cabin, Power, Play button



# Routehappy offers multiple types of rich content

## UPA UNIVERSAL PRODUCT ATTRIBUTES



## AMENITIES

 Better Wi-Fi  On demand entertainment  Power & USB outlets

## SCORES

9.0

 Pan Am Airlines  
12:20a – 7:35a  
HKG BCN

\$899

## UTA UNIVERSAL TICKET ATTRIBUTES

PLUS: ✓ 1st bag free ✓ Priority boarding ✓ Priority check-in

STARTER: ✓ 1st bag \$29 ✓ Standard boarding ✓ Standard check-in



atpcc@