



NDC: Together Let's Build Airline Retailing

Fact Sheet

What is NDC?

NDC (New Distribution Capability) is a travel industry-supported program (**NDC Program**) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (**NDC Standard**). The NDC Standard enhances the capability of communications between airlines and travel agents and is open to any third party, intermediary, IT provider or non-IATA member, to implement and use.

Why NDC?

NDC enables the travel industry to transform the way air products are retailed to corporations, leisure and business travelers, by addressing the industry's current distribution limitations: product differentiation and time-to-market, access to full and rich air content and finally, transparent shopping experience.

Who will benefit from NDC, and how?

Available on a voluntary and open basis, NDC benefits different industry players across the airline distribution value chain as follows:

FULL SERVICE & LOW-COST AIRLINES

Differentiate their Products and Services

- Distribute the entirety of the airline's product portfolio, including ancillaries and promotional fares
- Present the airline's products in an attractive manner, using rich format like photos and videos
- Expand the amount of information available on each product: attributes, facilities, policies, passenger reviews etc.
- Offer value-added products and services when applicable

AGGREGATORS AND TRAVEL AGENTS

Access Full and Rich Air Content of the Airlines

- Access to the entirety of the airline's product portfolio, including ancillaries and promotional fares
- Work with real-time fare, product and policies information
- Deliver improved comparison capability to customers, based on product and service rather than price only
- Provide personalized service based on customers' full travel history and preferences, if they chose to be recognized

CORPORATE BUYERS & TRAVELERS

Benefit from a Transparent Shopping Experience

- Make all airline product and service information available to corporate buyers, reducing the need for out-of-policy bookings
- View and compare all air transport options and relevant fares available
- Select the most appealing travel option based on preferences which might range from product quality, service level to schedule and/or price
- Receive personalized offers from preferred resellers based on own and complete travel history and preferences

What is the Scope of the NDC standard?

The first official NDC industry standard (version 15.2) was published in September 2015, with two scheduled releases planned per year. The current standard is 18.2 (2018 second release). Structured around key functional domains, the NDC schemas provide the opportunity to address the end-to-end airline distribution process, e.g. shopping and order management, to deliver enhanced customer experiences.

Key features of standard 17.2, the new baseline:

- Technical enhancements to ensure simplification and consistency of the NDC Offer and the NDC Order while removing ambiguity to converge toward one single interpretation of the standard
- Consistency across the Seat messages to better render a seat map and sell it using the new Offer structure
- Capabilities for an airline to easily distribute catalog-style ancillary services
- Removal of select ticketing messages to ensure the airline remains accountable for the results of a change to an Order (ticket void, refund, exchange and cancellation)
- General enhancements for re-price, re-shop, refunds and baggage allowance functionality. For example, a customer or seller can view the simulation of their intended change to an Order before actually confirming it with the airline

The Industry Data model: The last two versions of the NDC standard include alignment between NDC and the Airline Industry Data Model. The new ONE Order Standard is also in the scope of the latest release, NDC 18.2. However, these versions do not bring major structural/functional changes from an NDC perspective.

NDC Certification

The NDC Certification program was launched in 2015 to bring visibility and transparency to airlines, travel agents, aggregators and IT suppliers that have implemented NDC. Information is publicly available through the NDC Registry. It also examines the capability of vendors that offer NDC products and services.

Building volume

The focus for 2018 will be on driving a critical mass of NDC transactions. In keeping with this objective, IATA announced the creation of the NDC Leaderboard, composed of airlines that seek to grow their NDC volumes rapidly.

NDC Leaderboard Airlines

