

+ NDC@Scale: driving volumes of NDC transactions

▶▶▶ WHY IS THIS IMPORTANT?

As the NDC standard moves toward industrialization, with all major stakeholders engaged, IATA is keen to continue to provide transparency, visibility and guidance to the industry. For this purpose, IATA is introducing a new concept called NDC@Scale.

NDC@Scale is a set of criteria which will demonstrate that airlines (and their IT providers), aggregators and travel sellers have a minimum set of recognized capabilities to drive volumes of NDC transactions toward 2020. NDC@Scale will also lay the foundation for a new level in the NDC certification program.

▶▶▶ ZOOM INTO THE TOPIC

In 2018, IATA commissioned the consulting firm Sia Partners to conduct a survey of some of the key participants across the value chain. The aim of the survey was to better understand the expectations that NDC stakeholders have of each other to ensure better alignment in the drive toward critical mass. The study gathered 32 participants from the industry: airlines, sellers, corporates and system providers, and was conducted through interviews and questionnaires over a period of three months in 2018.

Share of interviewees highlighting the challenge



0% 1-20% 21-35% 36-49% >50% % of interviewees

Scope: 32 Stakeholders

Figure 1. Assessment of scalability criteria

2. Full support to run the operation can be measured by the following elements:

- ▶ Having a 24/7 help desk in place.
- ▶ Having a bug tracking tool in place.
- ▶ Having SLA in place on issue management (i.e. debugging, error solving, acknowledgement time, etc.).
- ▶ Having dedicated resources.

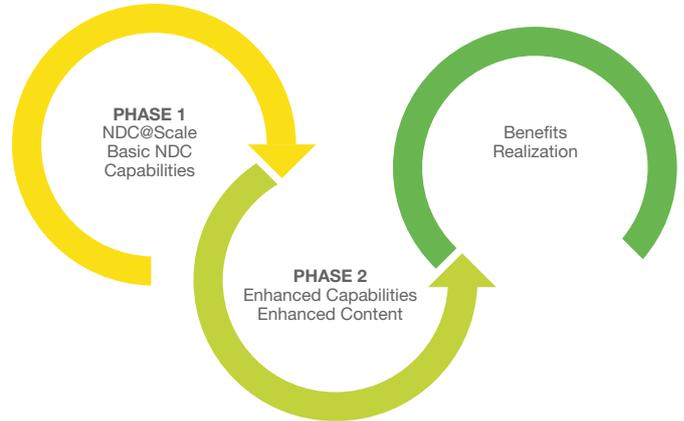
▶ **Use cases:** consider the implementation of standardized messages workflows across the industry. IATA has been working with the industry to create reference use cases and recommended workflows (NDC implementation guide) to facilitate the adoption of the NDC standard. This is particularly important for aggregators and/or travel agents connecting to several airlines.

▶ **Capabilities:** consider the coverage of key features (Shop, Order/Service/Pay) powered by an NDC API and the ability for airlines to replicate some features currently possible through the traditional channels (GDSs) as well as the ability to provide additional content.

NDC@Scale: Roadmap to Critical Mass

IATA is proposing to airlines a possible implementation roadmap built around two main phases. Phase 1 is a phase of “plumbing” where airlines are setting up the foundations of their NDC implementation mainly their API connectivity and their Offer and Order Management system with basic functionalities and product and services. The capabilities implemented there are mainly replicated from the traditional channels (GDSs). During this phase IATA recommends that airlines follow the criteria defined for NDC@Scale that highlight the minimum necessary capabilities to start processing high volumes of NDC transactions. Phase 2 is a phase when real benefits are realized where airlines start implementing additional capabilities

that are enabled by NDC. This includes capabilities such as dynamic pricing, rich content, personalization, etc. Additionally, during this phase, airlines will be in a position to propose enhanced content in the form of new products and services and new shopping experience for sellers and customers. Ultimately, this roadmap will be driven by customers’ needs i.e. the travel trade, the buyer and the needs of the traveler (business and leisure).



▶▶▶ **INDUSTRY STATE OF PLAY**

IATA is taking a phased approach to the roll-out of NDC@Scale because the various players may require different criteria to scale and we want to be sensitive to the needs of the industry. To this effect we will begin with airlines. Our second phase will focus on aggregators, sellers and IT providers. The NDC@Scale certification will be launched in March 2019.

More detailed information on [NDC@Scale: Roadmap to critical mass.](#)

