



# New Distribution Capability

**IATA, Sébastien Touraine**

*SITA - Europe Aviation ICT Forum*

*17. October 2013 – Vienna, Austria*

---

**To represent, lead and serve the airline industry**





## New Distribution Capability (NDC)

- **Modernization** of 40-year-old data exchange standards for ticket distribution developed before Internet was invented
- IATA was created 60 years ago to **set industry standards** that facilitate safe and efficient air travel, e.g. E-Ticketing
- IATA-led industry **collaborative** initiative to build an open Internet-based data exchange standard for use in distribution engaging airlines, travel agents, distribution systems providers, IT companies



# Airlines had e-commerce before internet

- Network connecting 35,000+ agents with 400+ carriers
- Supported by IATA standards
- All fares, schedules, availabilities were displayed on one 'green screen'

```
** AMADEUS AVAILABILITY - AN ** IST ISTANBUL.TR          152 MO 10JUN 0000
1   T5 468   CR YR              FRA 1 IST I   0800      1150   0*757      2:50
2LH:UA3720  C4 D4 Y4 B4 M4 H4 Q0 /FRA 1 IST I   0915      1300   0.321   TR   2:45
          V0 W0 S0 T0 K0 L0 G0
3   LH3460  C9 D9 Y9 B9 M9 H9 Q1 /FRA 1 IST I   0915      1300   E0/321      2:45
          V9 S0
4   TK1588  J4 C4 Y4 B4 H4 K4 M4   FRA 1 IST I   1145      1540   0.313      2:55
          S4 N4 Q4 T4 L4 V4 X4 W4 G4 E
5LH:UA3802  C4 D4 Y4 B4 M4 H4 Q4 /FRA 1 IST I   1320      1705   0.321   TR   2:45
          V4 W4 S0 T0 K0 L0 G0
6   LH3496  C9 D9 Y9 B9 M9 H9 Q8 /FRA 1 IST I   1320      1705   E0/321      2:45
          V9 S0
7   TK1590  J4 C4 Y4 B4 H4 K4 M4   FRA 1 IST I   1825      2220   0.734      2:55
          S4 N4 Q4 T4 L4 V4 X4 W4 G4 E
```



# What's the problem today?

- **Travel agent distribution technology** based on pre-Internet data transmission standards and technologies (TELETYPE and EDIFACT)
- **Airline website technology** based on new data standards (XML) and internet technology

This creates an information and product gap between the airline website and the travel agent channel

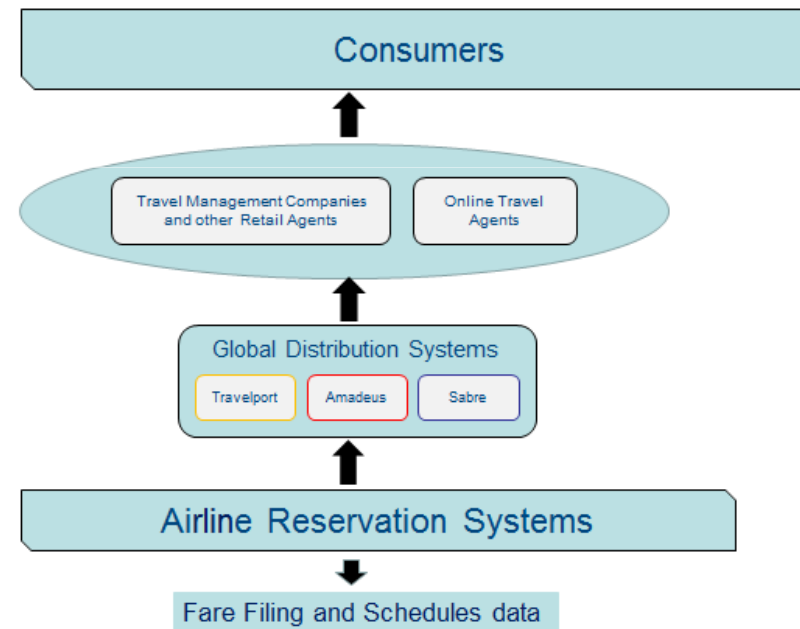


# NDC is about giving travel agents the capability to close this gap

- Airlines offer a **rich customer-centric shopping** experience on their own websites
- **Want travel agents to have similar capabilities**
  - Using XML to support rich content
  - Offer the passenger the opportunity to buy ancillary services
  - Make all the offers in real time
- **Customers should be able to have a consistent shopping experience, wherever they shop for travel**
  - Ability to buy additional products and services
  - Ability to be recognized and receive personalized offers, or shop anonymously

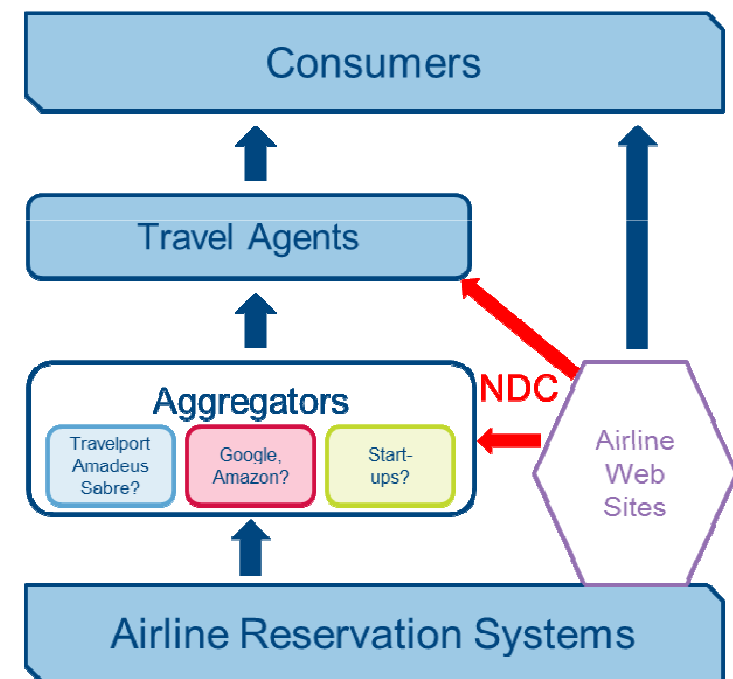
# Today's Indirect Channel for Air Travel Distribution

- **Airlines** file fares and schedules with 3rd parties
- **GDSs** package and push offers based on third party data bases (price/frequencies)
- **Agents** submit travelers' requests using GDS



# Vision of an NDC-enabled industry

- Airlines, **travel agents and third party systems already connected** today but lack inter-operability
- NDC provides a **standard** for those connections
- Having a “standard” translates to **lower development costs and higher implementation speed**
- Standard also facilitates content **aggregation** and consequently **comparison shopping**





**NDC: a short inspiring video**

---







## Key milestones

- **October 2012:** Resolution 787, formally approved by the IATA Passenger Services Conference (PSC)
- **March 2013:** IATA filed an application for approval of Resolution 787 to the US Department of Transportation (DOT).
- **May 2013:** IATA released the first set of XML schemas
- **June 2013:** the NDC project has entered a pilot phase in order to validate and enhance the NDC business requirements and schemas
- **October 2013:** first set of NDC “Shopping” standards in final review by industry committee - PADIS



to represent, lead and serve the airline industry

10/23/2013