

NDC Exchange by atpco | SITA

*Enabling distribution interoperability across
the travel ecosystem*

atpco | SITA



Industry Needs

Consumers

- A customized shopping experience
 - Differentiated by the comfort and ancillaries they value
 - Seeing what their options through rich content

Airlines

- Ability to differentiate your brand not based solely on price
- Control distribution

Sellers

- Easy access to all content
- Ability to comparison shop

The screenshot displays a flight search results page for Air Canada. It shows two flight options in each direction, with a price summary on the right.

Direction	Airline	Origin	Time	Duration	Destination	Price
Toronto to Vancouver	Air Canada	Toronto Airport (YYZ)	7:00 AM	4h 48m	Vancouver (Main Airport) (YVR)	£250 / per person
	Air Canada	Toronto Airport (YYZ)	8:48 AM	4h 48m	Vancouver (Main Airport) (YVR)	£250 / per person
Vancouver to Toronto	Air Canada	Vancouver (Main Airport) (YVR)	7:00 AM	4h 35m	Toronto Airport (YYZ)	£280 / per person
	Air Canada	Vancouver (Main Airport) (YVR)	2:35 PM	4h 35m	Toronto Airport (YYZ)	£280 / per person

Buttons: Add to Hotlist, Alternative Times, View Details, Select

NDC Background



IATA introduced NDC to define XML-based data transmission standards

There are 30+ versions of messaging standards in use:

- NDC
- Open Travel Alliance
- Open AXIS
- Proprietary APIs



IATA's certification process recognizes compliance with NDC standards

As of August 2019,
 53 airlines
 41 IT providers
 18 sellers
 20 aggregators
 have achieved some level of NDC certification



As more companies adopt direct connection and the number of versions grow, connectivity becomes complex, time-consuming, and costly.

On average, there are two new versions released by IATA annually.

IATA Leaderboard



20% of sales powered by NDC API by 2020

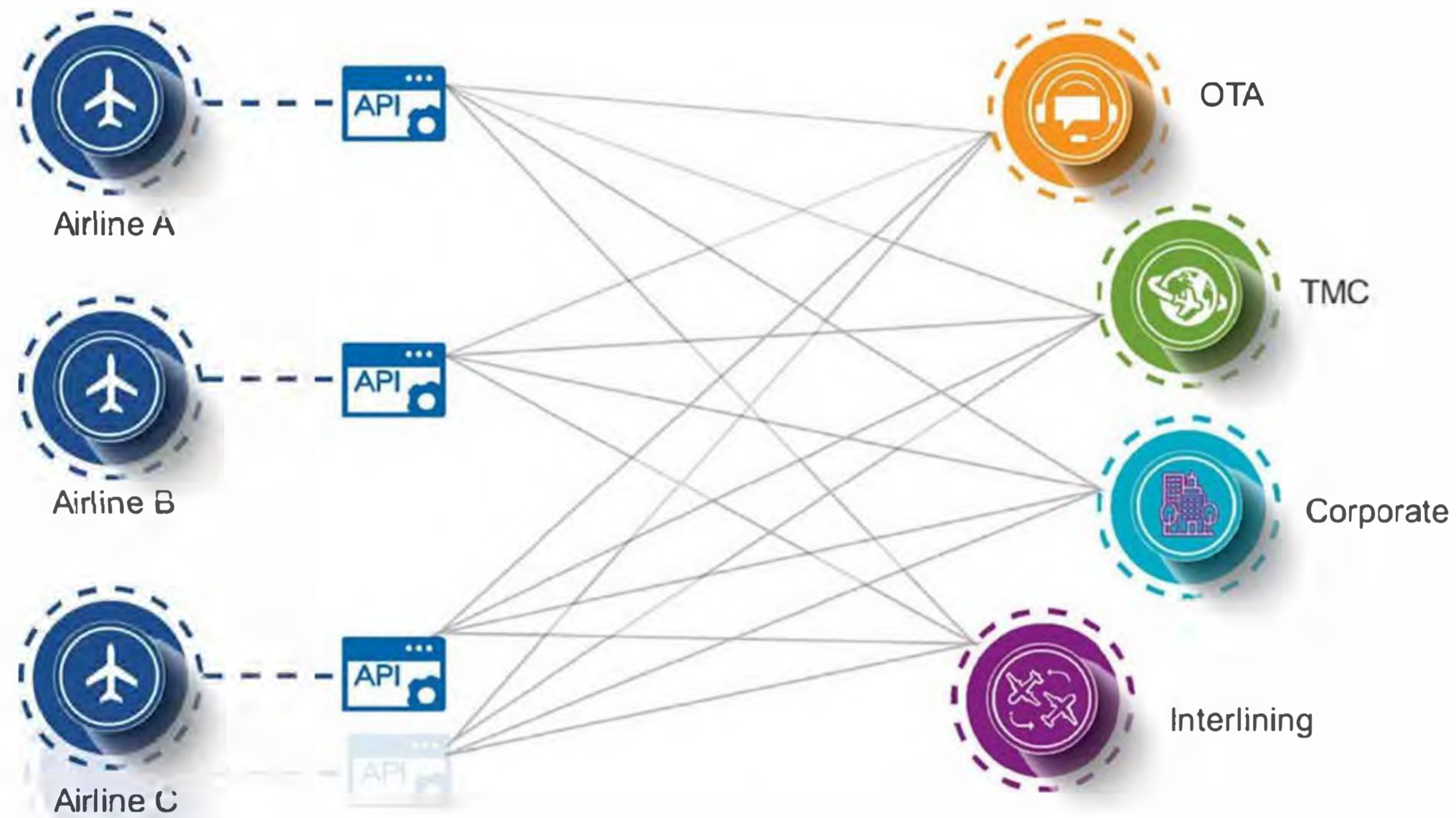
NDC Leaderboard Airlines

Implementation Challenges



Travel Supplier

Travel Seller



How to Cut Through the Complexity

ATPCO & SITA developed a community marketplace enabling airlines and sellers to exchange offers & orders

- Single API connection delivers access to all airlines and sellers
- Real-time translation between schema standards and versions

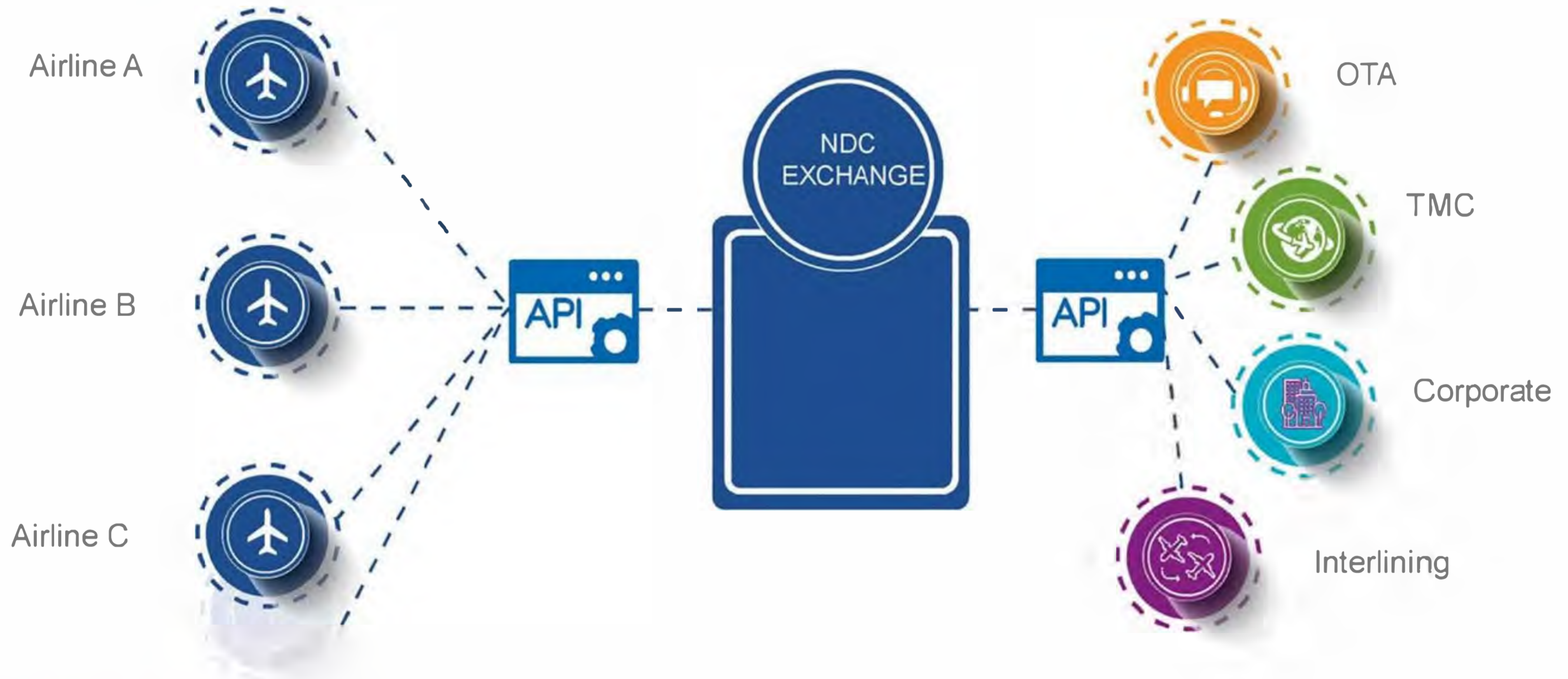


NDC Exchange



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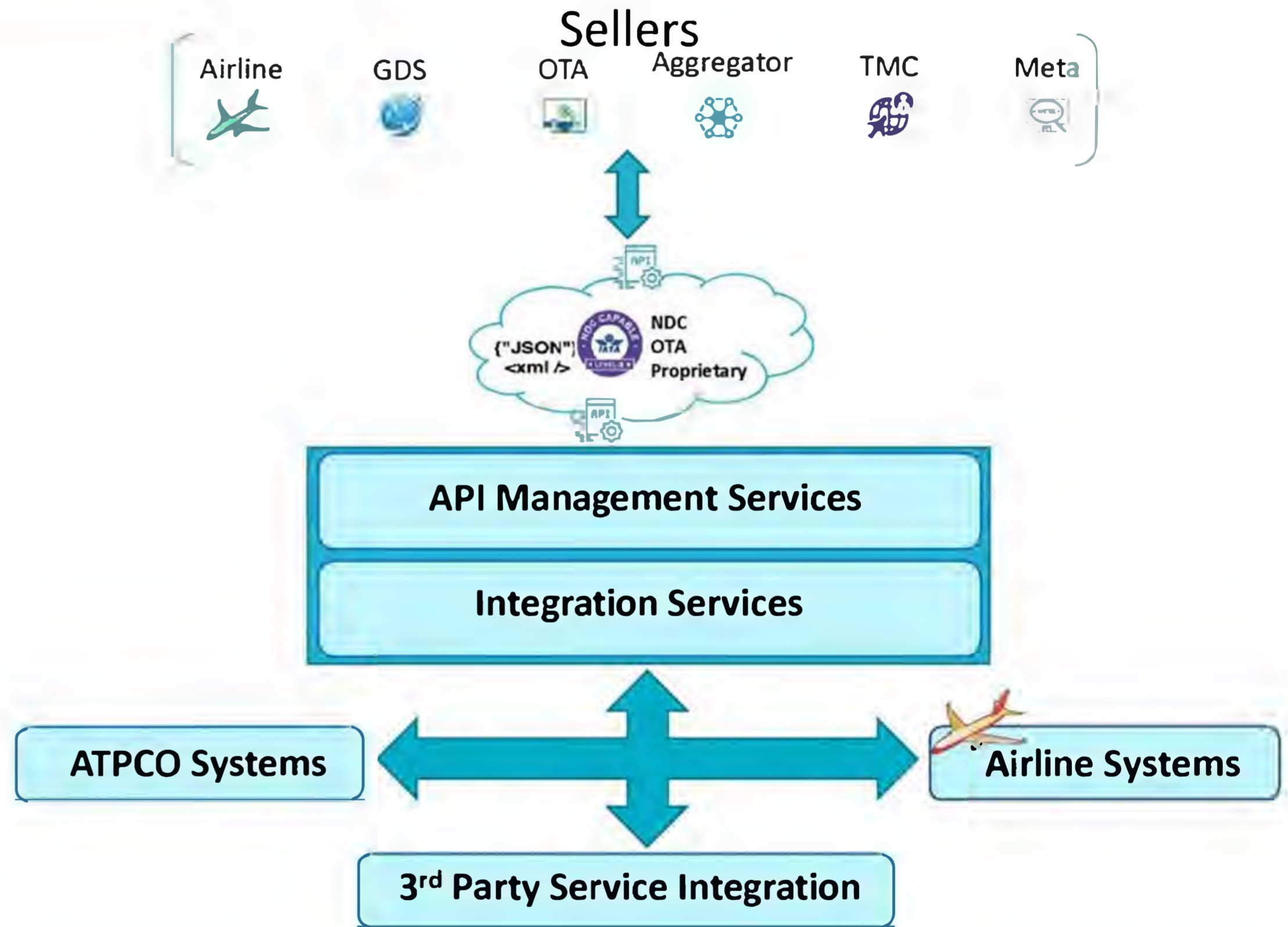
Initial Focus – Community Marketplace

- Establish infrastructure
- Message Translation
- Support all standards and versions
- Reduce distribution costs
- Support and increase NDC Adoption
- Assume burden of seller onboarding and support



Additional Services

- API Management
- Integration Services
- Third Party Services Integration





Are you ready to unlock NDC value?

Hosted by ATPCO and SITA

The only neutral hub connecting offers from airlines and travel sellers in a cloud-based, scalable environment, developed and hosted by ATPCO and SITA

Community- driven marketplace

An easy and cost-effective way to adopt NDC for airlines and travel sellers who want to create offers and distribute them directly to customers

NDC Exchange

Translates messages no matter the API or schema they are based on—whether you are using a pre-NDC API or you are still developing your API, the exchange has you covered

Supports all standards and versions

On one platform, extend your reach to traditional and non-traditional distribution points, reducing distribution costs and expediting interoperability across the ecosystem.

Reduces distribution cost



Use Cases



Cross-selling seats and ancillaries

Maximize your ability to cross-sell seats on interline transportation by getting access to your partner's seat map availability and ancillary services data in real-time.



Connectivity to industry partners

Connect once to multiple airlines and travel sellers and exchange offers and orders through single API.



Technology & Operation



- SITA infrastructure
 - Cloud-based solution
- High bandwidth and low-latency



- Provide Seller onboarding
- 24/7 Support



Key Benefits

Maximize your revenue streams

Connect to non-traditional distribution points of sale, extending your market reach and discovering every potential customer.

Stay current with NDC

Reduce your development time and get your offers to market faster when you access real-time translations from any industry standard schema to the latest version of IATA's NDC message format.

Access industry-trusted, accurate data

Go beyond fares by adopting new ways to enrich product personalization, speed up time-to-market, display rich content, and design transparent shopping experiences.