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TAP Air Portugal select OpenJaw t-Retail as its NDC platform of choice

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TAP Air Portugal has selected the **OpenJaw Technologies** t-Retail Platform to provide its New Distribution Capability (NDC) capabilities. By choosing the **OpenJaw** t-Retail NDC Platform, TAP will be able to connect with multiple partners via NDC as well as dynamically create tailored and optimised consumer offers. In addition, the airline will have the capability to deliver a full retailing experience across all channels and to all their channel partners.

The **OpenJaw** t-Retail NDC Platform will allow TAP to connect, distribute and deliver personalised consumer offers using IATA's NDC standard. **OpenJaw** t-Retail will enable distributors and sellers to link directly to TAP using NDC, as well as through a B2B / Agency portal. **OpenJaw's** advanced travel retailing platform will allow TAP to gain control over their offering and enable a better customer shopping experience in all channels.

"**OpenJaw** is the perfect partner for TAP to help us create and control offers for our customers and to distribute these offers through our seller partners," said Hugo Oliveira, Strategic Distribution, TAP Air Portugal of TAP Air Portugal.

"NDC will enhance TAP's flexibility as we will also have the capability to extend the t-Retail Platform to create a complete retailing experience across channels."

"We are proud to be chosen by TAP Air Portugal as its preferred NDC partner," said Kieron Branagan, CEO **OpenJaw Technologies**. "The IATA NDC standard allows airlines to transform the way they sell their products by addressing the industry's current distribution limitations. **OpenJaw** is an IATA NDC and IATA ONE Order Strategic Partner with Level 4 NDC Certification. We are committed to transforming airline retailing through the use of NDC standards and to create a community of NDC enabled airlines. **OpenJaw** is looking forward to our collaboration with TAP to deliver a leading edge NDC retailing solution with the t-Retail Platform."

This press release was sourced from OpenJaw Technologies on 19-Nov-2019.

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Alderson Court Reporting
12/6/2019
Christina Diaz, CRC CRR RMR CSR CLR

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