

PLAINTIFF EXHIBIT  
PX033

**From:** Mark McDonald  
**Sent:** Tuesday, August 20, 2019 9:38 PM  
**To:** Nancy Delgado; Sue Carter  
**Subject:** RE: NDC Use cases [REDACTED] - additional case studies for review  
**Attachments:** FLX NDC Introduction - Additional Case Studies V0.3.pptx

Thanks Nancy,

V0.3 attached. What were you thoughts on merging this with your NDC Intro Deck?

@Sue Carter, look forward to chatting on this tomorrow your time/this evening my time.

Best regards

Mark

**From:** Nancy Delgado <ndelgado@farelogix.com>  
**Sent:** 20 August, 2019 11:31 PM  
**To:** Mark McDonald <mmcdonald@farelogix.com>; Sue Carter <scarter@farelogix.com>  
**Subject:** RE: NDC Use cases for [REDACTED] - additional case studies for review

Hi Mark,

Good Stuff! A couple of suggested edits attached

Regards,  
Nancy

**From:** Mark McDonald <mmcdonald@farelogix.com>  
**Sent:** Tuesday, August 20, 2019 10:21 AM  
**To:** Nancy Delgado <ndelgado@farelogix.com>; Sue Carter <scarter@farelogix.com>  
**Subject:** RE: NDC Use cases [REDACTED] - additional case studies for review

Hi Nancy, and Sue,

Thank for this also. Have used it as a basis for an additional PPT for the NDC Introduction I am calling for now 'Additional Case Studies'. Please find a draft attached, would be interested in your review, wordsmithing, and thoughts. We could even consider merging with the NDC Intro PPT?

Am looking to send this towards the end of the week, so if you have time during your day today to scan and iterate this that would be great.

Best regards

Mark



**From:** Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)>  
**Sent:** 16 August, 2019 4:51 AM  
**To:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>  
**Cc:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Subject:** RE: NDC Use cases for [REDACTED]

Please see attached – I'll keep digging to see what else I can find

**From:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>  
**Sent:** Thursday, August 15, 2019 3:02 PM  
**To:** Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)>  
**Cc:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Subject:** Re: NDC Use cases for [REDACTED]

Nancy let's build this out in slide form - good idea

Sent from my iPhone

On Aug 15, 2019, at 2:29 PM, Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)> wrote:

This article that Sue sent out last night might be another good example for you to use?

<https://www.travelport.com/company/media-center/press-releases/2019-08-15/travelport-and-qantas-pioneer-ndc-era-asia-pacific-0>

**From:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Sent:** Wednesday, August 14, 2019 9:25 PM  
**To:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>  
**Cc:** Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)>  
**Subject:** RE: NDC Use cases for [REDACTED]

Yes specific implemented use cases that are a part of a business case

**From:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>  
**Sent:** 15 August, 2019 9:13 AM  
**To:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Cc:** Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)>  
**Subject:** Re: NDC Use cases for [REDACTED]

So mini business cases lol -ok.

Sent from my iPhone

On Aug 14, 2019, at 9:10 PM, Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)> wrote:

Use cases tied to business results

**From:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>  
**Sent:** 15 August, 2019 9:08 AM

**To:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Cc:** Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)>  
**Subject:** Re: NDC Use cases for [REDACTED]

Mark are you looking for use cases in terms of what is possible or use cases tied to business results

Sent from my iPhone

On Aug 14, 2019, at 9:06 PM, Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)> wrote:

Thanks Nancy,

Very useful and will consider sending [REDACTED]. The examples in the PPT are more case studies rather than use cases, although we could reorient the content to a use case

- [REDACTED] NDC Indirect Ancillaries
- [REDACTED] NDC Agency Direct Connect
- [REDACTED], NDC Dynamic Pricing, Distribution Control

If you can think of any real life use cases we could add to this list also that would be great

Best regards

Mark

**From:** Nancy Delgado <[ndelgado@farelogix.com](mailto:ndelgado@farelogix.com)>  
**Sent:** 15 August, 2019 4:16 AM  
**To:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Cc:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>  
**Subject:** FW: NDC Use cases for [REDACTED]

Hi Mark,

Sue asked me to follow up on this with you.

I read through the email and specifically [REDACTED] comment **"Ideally in a format that would be suitable for a member of our executive team who is not familiar with NDC?"** and think that the attached deck might be appropriate.

Let me know what you think and if there is anything else that you would like us to add.

Regards,  
Nancy

**From:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>  
**Sent:** Tuesday, August 13, 2019 9:38 AM

**To:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>

**Subject:** RE: NDC Use cases for [REDACTED]

Thanks Sue, yes I think we can buy a week. Will put something in the diary for next week to catch-up on this.

Cheers

Mark

**From:** Sue Carter <[scarter@farelogix.com](mailto:scarter@farelogix.com)>

**Sent:** 13 August, 2019 9:21 PM

**To:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>

**Subject:** Re: NDC Use cases for [REDACTED]

Working on this as we speak. Can we buy a week?

Sent from my iPhone

On Aug 12, 2019, at 11:24 PM, Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)> wrote:

Hi Sue, wanted to come straight to you on this to see what you have in mind. The PR announcements from United and American may be appropriate. If we have any use cases in PPT form also. Do we have anything from LH we can share?

I of course also have some examples in the Sales Repository but wanted to check what you have.

Thanks and regards

Mark

**From:** [REDACTED]

**Sent:** 12 August, 2019 11:49 AM

**To:** Mark McDonald <[mmcdonald@farelogix.com](mailto:mmcdonald@farelogix.com)>

**Cc:** [REDACTED]

**Subject:** Use cases

Hi Mark,

Wondering if you could help us. We're still in the process of reviewing our next steps for NDC and are socialising NDC to a few of our senior business leaders who are not as close to it. Where our sponsors are a lot more familiar with the technology and distribution potential of NDC, others are not. Do you happen to have a couple of use cases at hand which describe what the retail platform business rules and NDC distribution combined can

enable versus today? Ideally in a format that would be suitable for a member of our executive team who is not familiar with NDC?

I thought I'd ask as you might have something convenient at hand, I hope you don't mind?

Thanks,

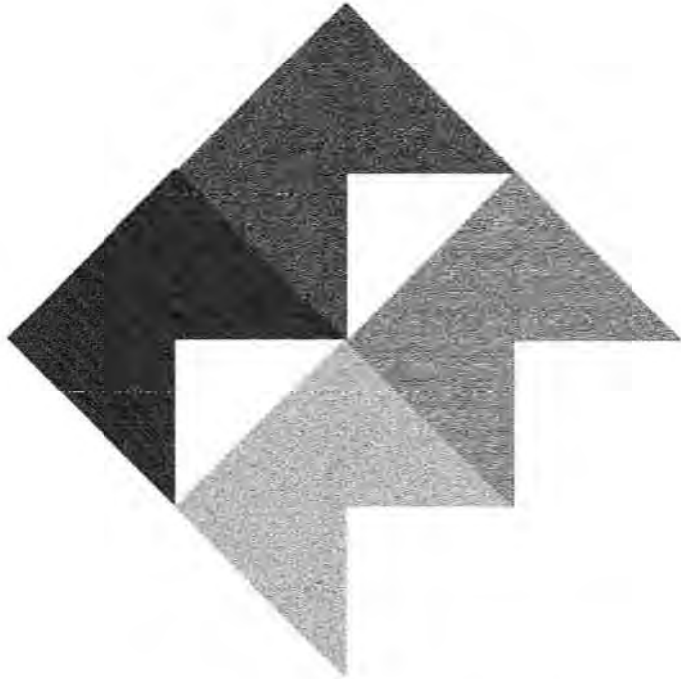
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



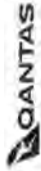
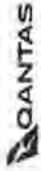



# **Farelogix NDC Introduction - Additional Case Studies**

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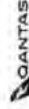
## NDC Case Studies

Case	Implementation	Airline
1. Airline controlled Distribution Platform	Qantas QDP Platform Highlights	
2. GDS NDC connect	Travelport processes live GDS bookings of Qantas' NDC content	
3. Corporate Bundles through TMC's	AA Enables Corporate Bundles Through Three TMCs	American Airlines 
4. Direct Distribution Incentives and Offers	Lufthansa NDC Smart Offers for TMC's	 <b>Lufthansa</b>
5. Corporate Recognition through NDC	United's Direct Connect With TripActions To 'Showcase' Corporate Recognition	 <b>UNITED</b>

## Case 1: Airline controlled Distribution Platform

### Qantas QDP Platform Highlights

- Corporate Travel Management (CTM) was the first TMC to implement QDP in Nov 2018
- Serko's Corporate Booking Tool, Zeno enters into a strategic partnership with Qantas in May 2018
- Feb 2019 Amadeus signs a new Distribution agreement with Qantas
- Sabre welcomes Qantas as newest partner to their "Beyond NDC Program"
- BCD signs up for the Qantas Channel July 2019
- Travelport processes live GDS bookings Aug 2019 with ATPI Corporate Travel, Globetrotter and Travel Beyond



Media Release

## QANTAS TRANSFORMS DISTRIBUTION MODEL TO DELIVER MODERNISED CONTENT FOR TRAVEL AGENTS

Published on 7th February 2019

Qantas is pleased to announce its commitment to modernising the way agents book fares and access content, to ensure a seamless, personalised experience.

The Qantas Channel is part of the broader digital strategy to enhance Qantas' content systems and provide a seamless experience between the airline and its agency partners. It will be rolled out in August 2019, providing access to the widest range of Qantas' flight products and services to its agents.

The announcement follows the launch of the Qantas Distribution Platform (QDP) in 2018, which allowed agents to access the Asia Pacific region in real-time via the Qantas Agency Distribution Capability (ADC) to deliver fares, track bookings and manage itineraries.

Travel agents are able to use the Qantas Channel to offer customers a wider range of fares and services, including the NDC-enabled Qantas Distribution Platform, which is the industry's most advanced fare and content pooling system.

Qantas is pleased to announce that it has partnered with the largest Global Distribution Systems – Sabre, Amadeus and Travelport – to make the Qantas Channel available to agents globally and is working with other regional GDS partners to deliver the channel.

The majority of Qantas' key agency partners have agreed to participate in the Qantas

Source: <https://www.qantasnewsroom.com.au/media-releases/qantas-transforms-distribution-model-to-deliver-modernised-content-for-travel-agents/>



## Case 2: GDS-NDC connect

### Travelport processes live GDS bookings of Qantas' NDC content

- Travelport processed its first booking with Qantas using IATA's New Distribution Capability (NDC) standard, Aug 2019
- This NDC connection to Qantas is the first by any GDS to the carrier and enables live bookings of NDC content to be made by selected agency partners, including ATPi Corporate Travel, Globetrotter and Travel Beyond.
- The bookings are being made through Travelport Smartport in a live production environment



Travelport and Qantas pioneer NDC era for Asia-Pacific region



• Travelport joins exclusive list of GDS providers of Qantas' NDC content  
• First connections begin live for all destinations in Australia  
• Sydney, Australia, August 13, 2019. In the early morning hours of August 13, 2019, the first live booking of Qantas' NDC content was processed by Travelport. This marks a significant milestone in the airline's NDC journey, as it becomes the first GDS to process live bookings of NDC content for the carrier. The booking was made by ATPi Corporate Travel, a leading agency partner of Travelport. This achievement is a testament to the strong partnership between Travelport and Qantas, and the commitment to providing the best possible travel experience for their customers. The NDC content includes a wide range of services, including flights, hotels, and car rentals, and is available to a select group of agency partners. This is a significant step towards the future of travel, where customers can enjoy personalized and seamless travel experiences. The NDC content is processed through Travelport's Smartport, a live production environment that ensures the highest quality of service for all customers. This is a testament to the commitment of Travelport and Qantas to innovation and excellence in the travel industry.

Source: <https://www.travelport.com/company/media-center/press-releases/2019-08-15/travelport-and-qantas-pioneer-ndc-era-asia-pacific-0>

## Case 3: Corporate Bundles through TMC's

- **AA Enables Corporate Bundles Through Three TMCs**
  - AA began distributing a corporate bundle via its NDC-compliant API to clients of three travel management companies. AmTrav, Marplay in Mexico and Brazil's Copastur
  - Their proprietary booking tools are being used to sell special fares that include
    - preferred main cabin seating
    - no-fee for changes
    - changes and a checked bag
  - When using the AA NDC bundle, choosing a preferred seat is part of the booking path rather than a separate, after-the-fact transaction.
  - The bundle appears in fare displays like any other fare.



### AA selling bundled fares to corporate travelers via NDC connection



American's (NASDAQ: AAL) program to let the functionality of legacy corporate booking tools connect via NDC. By New York Times. 2/20/2019 (NDC)

AA is the first to allow a corporate traveler to book a preferred seat on a flight. The airline's new NDC bundle includes preferred seating, a checked bag and other perks. The bundle is available to corporate travelers through AmTrav, Marplay and Copastur.

Source:

1. <https://www.thecompanytime.com/aa-ndc-corporate-bundles/>
2. <https://www.travelweekly.com/Travel-News/Airline-News/AA-selling-bundled-fares-to-corporate-travelers-via-NDC-connection>

## Case 4: Direct Distribution Incentives and Offers

### Lufthansa NDC Smart Offers for TMC's

- For Austrian, Lufthansa and Swiss, travel agencies have three options to get NDC Smart Offers
  1. Connect the NDC API (built by Farelogix) to their own front ends
  2. Use the Farelogix-provided Sprk agency desktop system
  3. Connect to one of more than 50 approved tech partners who have already integrated with the carriers NDC API
- By using any of these methods, agencies can access Lufthansa's "Smart Offers" exclusive to NDC channels, including
  - A three day head start on accessing market promotions
  - Unlimited price points known as "continuous" pricing
  - Sale of vouchers for lounge and inflight internet access.
  - "NDC bonus" for advance seat reservations and bags
  - A per-coupon incentive for bookings through NDC channels and a "setup" bonus.



### NDC Partner Program

LUFTHANSA GROUP



*Additional info: Expedia Group this month said it will use an NDC API exclusively to access Lufthansa Group's "most competitive fares." It will opt by providing offers to loyalty travelers in Europe. The company's intent to expand the program of Lufthansa Group refers to other markets this year and next, including North America, and also to Expedia's corporate travel unit, Egencia.*

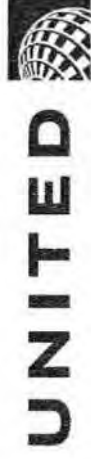
Source: <https://www.thecompanyline.com/lufthansa-ndc-tmc-partners/>

## Case 5: Corporate Recognition through NDC

### United's Direct Connect With TripActions To 'Showcase' Corporate Recognition

TripActions has implemented New Distribution Capability (NDC) with United Airlines that incorporates "end-to-end" shopping, booking and servicing.

- The NDC connection affords TripActions more content and capability than available through ATPCO-based fare filing and legacy global distribution system connectivity
- Enables client-specific fares and ancillaries that are packaged into "unique and personalized bundles in a way that makes sense for the individual company
- Delivers "dynamic bundled fares" to corporate clients taking the base fare, with the corporate discount applied, and then finding a group of ancillaries that the corporate travel manager is comfortable including and making it a fare.



Source: <https://www.thebeat.travel/News/United-Direct-Connect-With-TripActions-Corporate-Recognition?>



# Farelogix NDC Introduction - Additional Case Studies

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FLX-DE-00021336



## NDC Case Studies

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**QANTAS**  
Media Release

### QANTAS TRANSFORMS DISTRIBUTION MODEL TO DELIVER MODERNISED CONTENT FOR TRAVEL AGENTS

Sydney  
Published on 7th February 2019

Qantas is evolving its distribution model by modernising the way agents book fares and deliver customers personalised experiences.

The Qantas Channel is part of the broader digital strategy to enhance Qantas booking systems, and is a new agreement between the airline and its agency partners. Coming into effect on 1 August 2019, it ensures access to the widest range of Qantas fares, products and information for agents.

The announcement follows the launch of the Qantas Distribution Platform (opens in new window) (QDP) in 2018, with Australia's national carrier leading the Asia Pacific region in unlocking the value IATA's New Distribution Capability (NDC) can deliver airlines, travel partners and customers.

Travel agents who sign up to the Qantas Channel will be able to offer customers a wider range of fares and new content sourced from the NDC-enabled Qantas Distribution Platform which is not currently available via traditional indirect booking systems.

Qantas is pleased to announce that it has partnered with the largest Global Distribution Systems – Sabre, Amadeus and Travelport – to make the Qantas Channel available to agents globally and is working with other regional GDS partners to deliver the channel.

The majority of Qantas' key agency partners have agreed to participate in the Qantas

Sources:

## Case 2: GDS-NDC connect

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- The bookings are being made through Travelport Smartpoint in a live production environment



Travelport and Qantas pioneer NDC era for Asia-Pacific region



• Travelport processes the first GDS bookings of Qantas' NDC content

• First connection to Qantas in the Asia-Pacific region

• First connection to Qantas in the Asia-Pacific region

Source: [Travelport and Qantas pioneer NDC era for Asia-Pacific region](#)

For more info: [atpi.com.au](#)

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## Case 3: Corporate Bundles through TMC's

### AA Enables Corporate Bundles Through Three TMCs

- AA began distributing a corporate bundle via its NDC-compliant API to clients of three travel management companies. AmTrav, Marplay in Mexico and Brazil's Copastur
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Source:  
1.  
2.

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### NDC Partner Program LUFTHANSA GROUP



*(Additional info) Expedia Group this month said it would use an NDC API connection to access Lufthansa Group's "most competitive fares." It will start by providing offers to leisure travelers in Europe. The company intends to expand the provision of Lufthansa Smart Offers to more markets this year and next, including North America, and also to Expedia's corporate travel unit, Egencia.*

Source:

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- Enables client-specific fares and ancillaries that are packaged into "unique and personalized bundles in a way that makes sense for the individual company
- Delivers "dynamic bundled fares" to corporate clients taking the base fare, with the corporate discount applied, and then finding a group of ancillaries that the corporate travel manager is comfortable including and making it a fare.



Source:

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