
From: Jim Davidson
Sent: Monday, October 15, 2018 7:39 PM
To: reitz@culturetocustomer.com
Cc: Sue Carter
Subject: 3 or 4 ways to connect NDC
Attachments: NDC 3 paths.pptx; ATT00001.htm

Hi Bonnie,

Got your email. Traveling a bit this week, but wanted to get back to you with a few thoughts on NDC API delivery from your email.

Ultimately and somewhat generally, there will be 3 or 4 paths in which airlines will deliver their NDC API to the travel trade.

The path of least resistance and investment for travel agencies will be to consume an airline's NDC API that is delivered thru a GDS. we call this NDC GDS Connect. Once completed (no one has this done yet, but we are working with 6 airlines and all the GDSs), the agency should be able to display and transact both NDC API airline content and traditional (non NDC) content on the same travel agency workstation and theoretically thru the corporate booking tools with only modest investment and change. E.g. the agency may have to upgrade to a new GDS selling platform or workstation and the corporate booking tool will have to make some GUI/CX and workflow modifications to handle airline bundles and ancillary selling, etc.

For FLX, a GDS integration of an airline's NDC API [REDACTED] as it is a single connection that will generate millions of booking transactions. This is why this delivery method is so important to FLX. Essentially, FLX will become the default provider of NDC API connectivity to the GDSs because we have the large airlines that the GDSs need so others will follow because even though NDC Connect is a "standard" for connectivity, each GDS connectivity has a number of very specific customizations that will become the defacto GDS connectivity standard.

The two attached slides show the 3 or 4 main NDC API connectivity paths.

We can still have a conversation but wanted to get the discussion started. Hope this helps a bit.

Jim

Sent from my iPhone

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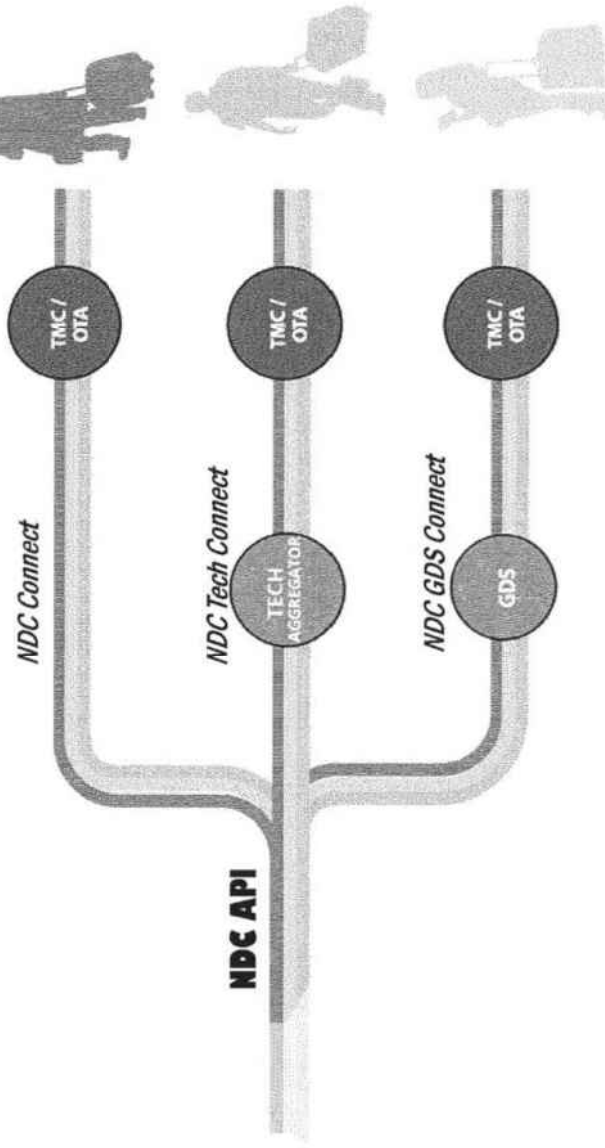
REACH

Connect with high value customers

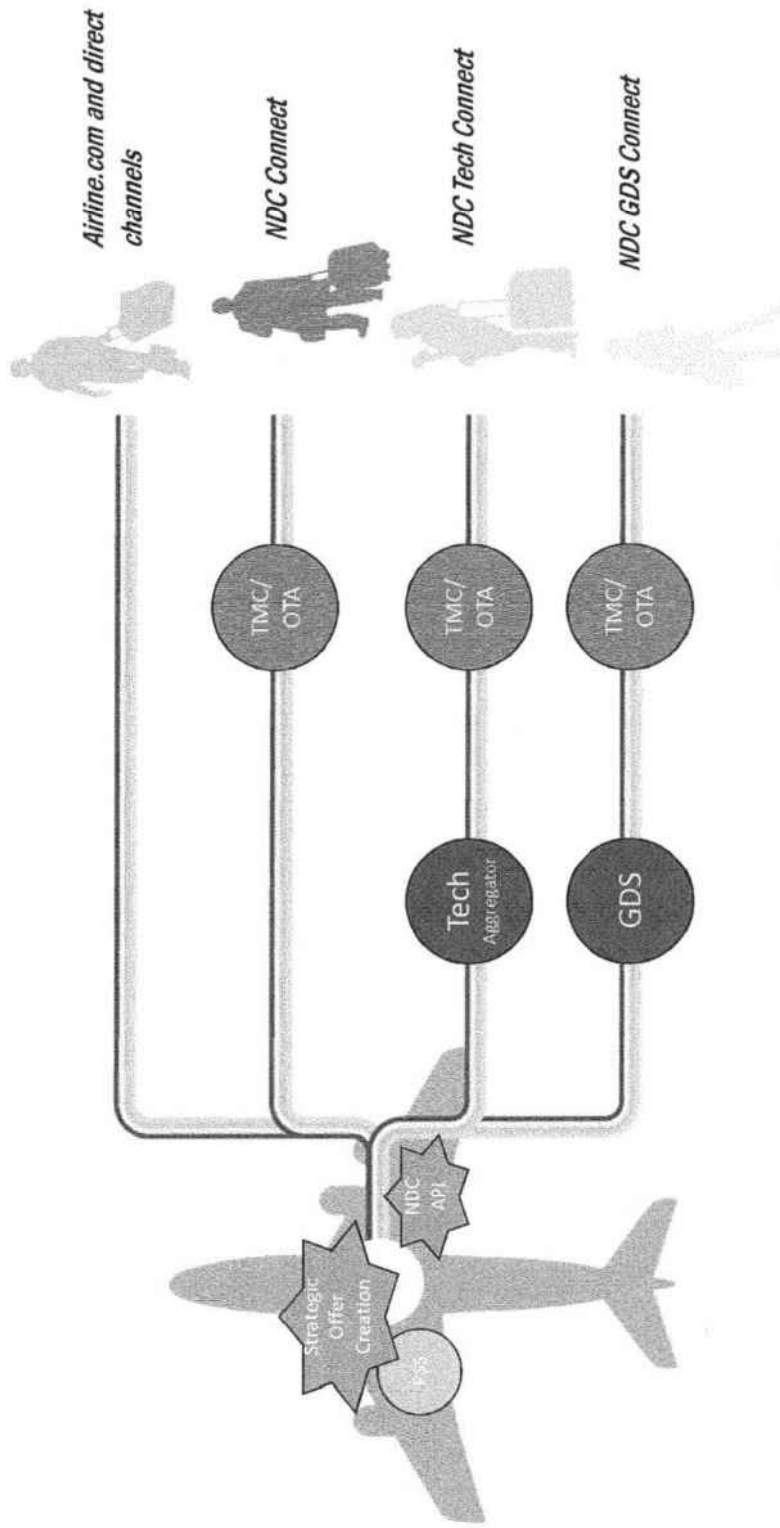
Leverage tech providers for a "multiplier effect"

Don't forget the GDS!

NDC Three Path Delivery



NDC Multi-Path Delivery



- [Slide 2]
- Sue



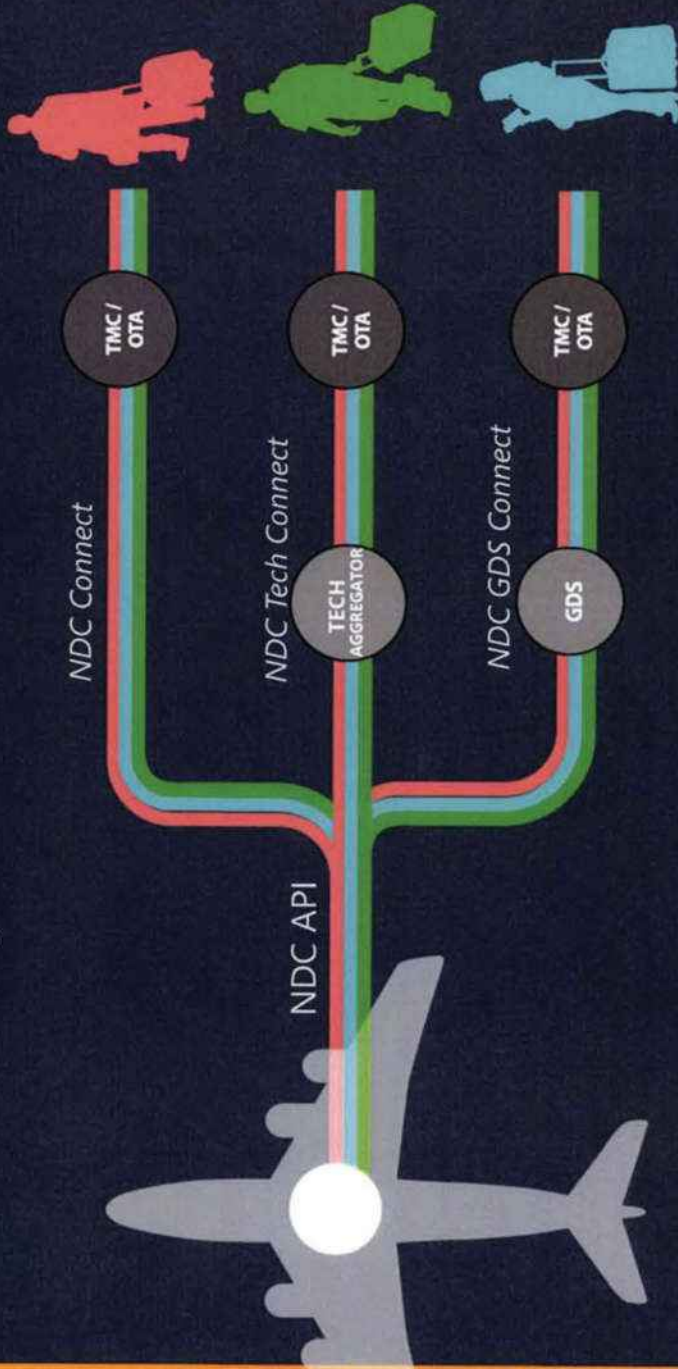
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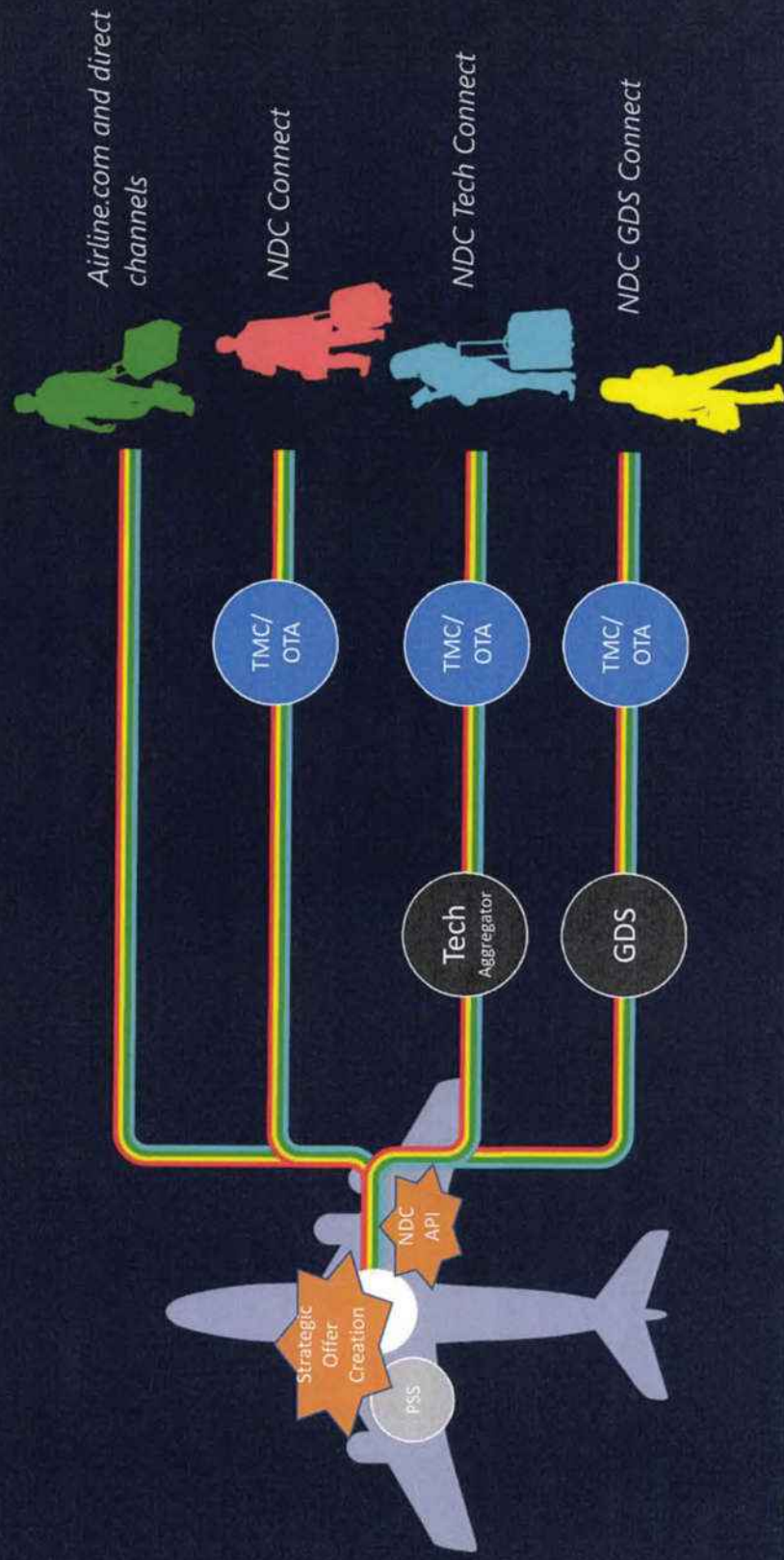
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