
From: Jim Davidson
Sent: Thursday, May 10, 2018 9:34 PM
To: Susan (Sue) Marie Carter (scarter@farelogix.com)
Cc: Theo Kruijssen; Edna Lopez
Subject: Airline-Controlled Dual NDC API Delivery Paths.pptx
Attachments: Airline-Controlled Dual NDC API Delivery Paths.pptx

Please see the attached. I have been thinking about attempting to get away from using our terms of GDS by-pass and Pass thru for FLX OC delivery paths. I believe these terms position the GDSs at the center of our airline API delivery strategy and I prefer not to present it this way any longer. Let me know your thoughts or other ideas when you have a minute. Thx. Jim

PLAINTIFF EXHIBIT
PX084

$\Delta \pi$ EXHIBIT 4
Deponent Davidson
Date 11/26/19 Rptr. CS
WWW.DEFOBOOK.COM



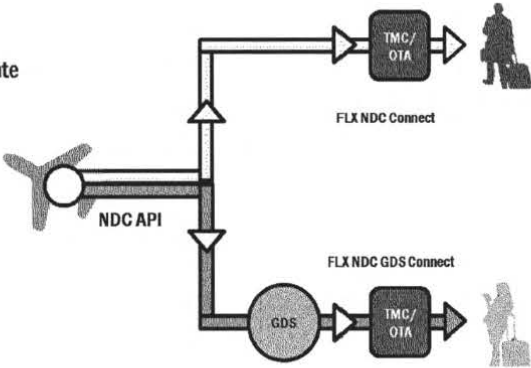
Airline-Controlled Dual NDC API Delivery Paths for Maximum Value Distribution

Note this is a new slide

Two Distribution Paths Give Airlines Maximum Control and Leverage

NDC technology (via FLX Open Connect) allows the airline to cost-effectively maintain a single NDC API, with the ability to deliver it over two distinct delivery paths

- o FLX NDC Connect enables a travel agency, OTA, independent aggregator, or corporate booking tool to connect directly to the airline's NDC API establishing a strategic one-to-one distribution relationship
- o FLX NDC GDS Connect allows airlines to connect their NDC API to the GDS travel agency distribution network for maximum reach to a large number of travel agencies
- o Benefits of two path NDC delivery include:
 - o Deleverages the traditional GDS-Airline commercial relationship
 - o Enables content differentiation by channel, e.g. leisure vs. corporate
 - o Strengthens commercial relationship between airline and strategic TMCs/OTAs/Corporations





Schedule
Builder

Merchandise

Shop & Price

Availability
Calculator

Open Connect
& NDC API

DRAFT

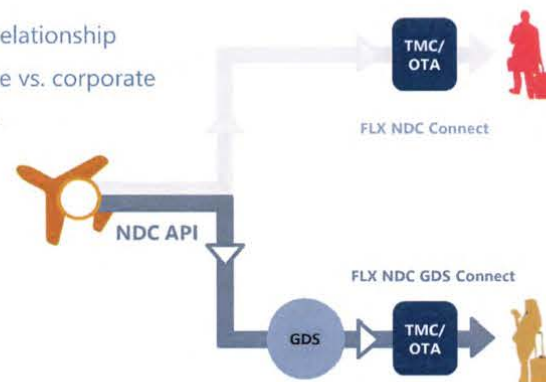
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