

**From:** "Sievert, Barry" <Barry.Sievert@sabre.com>  
**Sent:** Wed, 31 Jan 2018 15:27:47 -0600 (CST)  
**To:** "Menke, Sean" <Sean.Menke@sabre.com>  
**Cc:** "Wagner, Shelby" <Shelby.Wagner@sabre.com>  
**Subject:** NDC townhall  
**Attachments:** NDC Town Hall Agenda and Objectives\_John prep.docx;NDC+ Town Hall\_final\_revised Jan 31 2018.pptx

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Sean,

Attached are the outline and slides for the NDC townhall tomorrow.

You will kick off the meeting with some brief introductory remarks to explain the purpose of the meeting and then turn it over to John for some fairly brief remarks before starting the fireside chat.

Regards,

Barry

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Corporate Communications  
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PLAINTIFF EXHIBIT  
PX246



SABR-002633975

## NDC+ TOWN HALL

### OBJECTIVE (Education):

- What is NDC?
- What does it mean to Sabre?
- How will Sabre impact the industry and travelers?
- What are our customers saying?
- What are our current/immediate next steps?

### AGENDA:

- *(5 MINUTES) Kickoff/intent purpose – Sean*
  - Tie back to GLS and town hall remarks
  - Introduce John and fireside chat
- *(5 MINUTES) Live audience poll (using Mentimeter) – John*
  - What one word comes to mind when you hear NDC? (Word cloud)
  - True/False: NDC is a required data transmission standard defined by IATA. (False, not required)
  - What is Sabre's commitment to NDC in 2018. (L2/L3 certification)

After Sean introduces you to the stage, introduce yourself and your role leading the NDC+ team.

Then, walk the audience through today's objectives.

Before bringing Rodrigo/Kathy/Lisa to the stage, tell the audience that we want to test their knowledge on NDC.

Ask everyone to pull out their phones and go to [www.menti.com](http://www.menti.com). Give them the access code 52 16 66 (code is on the slide) to access the poll.

Pause and give the audience a minute to answer the 3 questions.

The person running the laptop (Matt) will pull up the internet browser on the screen to show the results. (They will have to advance to the next question for you.) For each of the three questions, make a quick comment to connect to what they will hear during the fireside chat. For example, if a lot of people think about "personalization" when they hear the word NDC, you can comment about how this is an important part of our "+" approach that the team will discuss.

Then, introduce Rodrigo/Kathy/Lisa to the stage as the SMEs for NDC+.

- *(30 MINUTES) Facilitated "Fireside Chat" – Facilitator: John, SMEs: Rodrigo/Kathy/Lisa*
  - What is NDC? (Industry definition) Kathy
  - What does it mean for Sabre? (How TN/AS working together) Rodrigo
  - What does it mean for TN specifically? Kathy
  - What does it mean for AS specifically? Rodrigo

- Define Level 1,2,3 NDC certification. What does each certification mean from a product capabilities perspective? Lisa
- How does NDC impact the industry and travelers? (Define the “+”) Rodrigo
- Who are competitors in the NDC space? (Amadeus, Farelogix, Datalex) Kathy
- What are customers saying about our NDC vision? (AA, Singapore, Copa, JetBlue) Rodrigo/Kathy
- What are the teams currently developing from a technology perspective? Lisa
- What is the high-level product roadmap? (offer and order management) Lisa
- What are the current/immediate next steps? Rodrigo

There is a corresponding slide for each of the questions in the fireside chat. You will have a clicker and will advance the slides yourself. You will also have a printout of the questions.

After you finish the last question, thank R/K/L and say we will be moving to the Q&A. There are 20 minutes reserved for Q&A.

- *(20 MINUTES) Audience Q&A – Rodrigo/Kathy/Lisa*

To open the Q&A, ask Suz to provide instructions for submitting questions over the phone.

To give people time to submit questions, we will start the Q&A with pre-submitted questions.

We will provide you with a couple pre-submitted questions to kick-off the Q&A.

Then, we will go to the room and or/WebEx.

When there are 5 minutes until the top of the hour, close questions and make the closing remarks below.


- *(5 MINUTES) Closing Remarks – John*

- Acknowledge the NDC team; trust their ability to execute (ask team to stand)
- Tremendous opportunity to leapfrog competition
- Closing/thank you (survey coming)



**Sabre**

# NDC+ Town Hall



February 1, 2018



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# TODAY'S OBJECTIVES

- Understand the definition of NDC
- Learn NDC's impact to Sabre, the industry and travelers
- Share customer feedback



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A blue flag with the IATA logo and the letters 'IATA' in white, waving against a clear blue sky. The flag is the central visual element of the slide.

ABC, XYZ... What is NDC?

New Distribution Capability (NDC) is an IATA defined, data transmission standard that allows for enhanced communication between airlines and travel agents.

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What does NDC mean for Sabre?

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What does NDC mean for AS and TN specifically?



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## What are the NDC certification levels?



## Speaker Notes for Slide 7

Level 1 = Post Booking Ancillary Offers  
Level 2 = Air and Ancillary Offer Management  
Level 3 = Offer and Order Management

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How does NDC impact the industry and travelers?



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## NDC+: our thought leading approach

Industry data  
transmission standards  
that allow for access to  
rich content and  
differentiated products



Extends the NDC standard by:

- Intelligently **optimizing product**
- **Fulfilling personalized offers** across the customer journey
- Giving airlines **ownership of products and services** distributed across all channels

### NDC

- API Orchestration
- Ancillary Platform
- Shopping

Sabre  
Vision

### NDC+

- Data Services
- Omni-channel Experience
- Microservices SDK
- Retail Decision Support
- Offer Management (incl. next-gen shopping)
- Order Management





The competition

amadeus



Travelport   
Redefining travel commerce

Datalex 



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### **Speaker Notes for Slide 9**

We knew our approach to NDC has to be much broader than compliance to data standards. This is just the start. We are thinking beyond these standards to intelligently optimize product, fulfill personalized offers, and give ownerships of products and services. At the heart of this vision is an offer management platform, powered by data and decision science.

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## What are customers saying about NDC+?



## What are teams currently working on?



Development work



High level roadmap



Communication & campaign



Customer engagement



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Next steps

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Your Turn! Questions?



For those watching the live webcast, click on the green Q&A button in the bottom left hand corner to submit a question

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# NDC+ Town Hall

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February 1, 2018

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Go to  
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and use the  
code:

52 16 66

LET'S TEST YOUR  
NDC KNOWLEDGE!

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Sabre  
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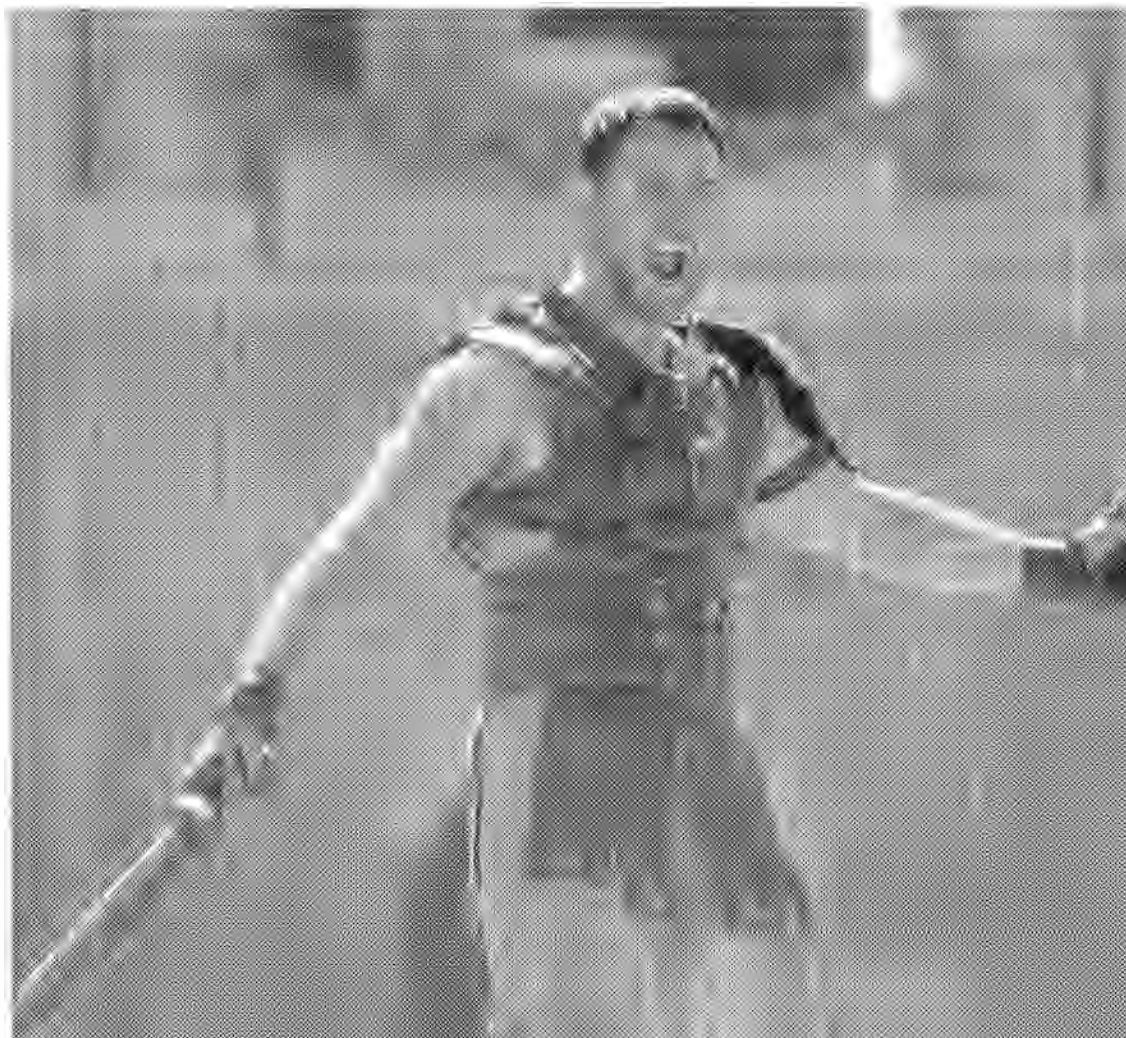
## The competition

**aMADEUS**



**Travelport**   
Redefining travel commerce

**Datalex** 





# What are customers saying about NDC+?



jetBlue

American Airlines

Copa Airlines

SINGAPORE AIRLINES

# What are teams currently working on?



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High level roadmap



Communication & campaign



Customer engagement



Next steps



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