Amadeus NDC-X: The Way Forward

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Why NDC?

Airlines taking control
  - of the offer
  - of agent relationships
  - of Customer

Power shifts
  - Airlines
  - Gatekeepers
  - Consolidation

Innovation
  - Experimentation
  - Business models
  - NDC

Business disruption
  - Content fragmentation
  - Complexity – economic and technology

“The only thing we can say with certainty about the future of travel distribution is that it will look a lot different to today”

London School of Economics
“The Future of Travel Distribution”
NDC is a communication protocol

- An API "standard", with the definition still on-going, based on XML
- Business agnostic
- Introducing new concepts: offers & orders
Common misperceptions

- NDC implies direct connect
- NDC cannot co-exist with existing technology
- NDC is driven by GDS costs
- GDSs do not want to integrate NDC
- NDC is needed for merchandizing
IATA certification update

**Level 1**
- Basic
  - Post-booking ancillaries via NDC

**Level 2**
- Offer management
  - Shopping & Pricing via NDC

**Level 3**
- Offer & Order management
  - Shopping & Pricing, booking & issuance via NDC

**Level 4**
- Servicing, Offer & Order management
  - Shopping & Pricing, booking & issuance and servicing via NDC
  - Level 4 sustaining large volumes
  - @ scale
NDC Industry Adoption – what do the airlines expect?
IATA 2020 Leaderboard Initiative

High level roadmap
- Prepare the “plumbing” for scalability of NDC
- Pressure test new capabilities and workflows
- More airline “followers” engage as peer pressure increases and IT players deploy much faster

Example of growth
- 2018: 1%
- 2019: 2%
- 2020: 7%
- 2020: 20%

Source: IATA, June 2018
Our Strategy

Any content, from any source, through any channel