The NDC Exchange: How to control your NDC messaging

Chris Eite, VP Business Management APAC, SITA
Why NDC?

Airlines want the capability to market and differentiate their product effectively.

Airlines aspire to sell not just the convenience of travelling from A to B, but a total travel experience.

Airlines want to regain control of marketing and pricing their product, using personalisation where appropriate.

Some airlines believe that they can reduce distribution costs by cutting out the GDS.
What is NDC?

- NDC is a standard for information exchange using an XML-based Applications Programming Interface (API)

- It is NOT a new System
- It is NOT a replacement GDS
- It is NOT “just for ancillaries”
- It is NOT mandatory nor will it ever be

- It IS intended to give intermediaries (travel agents) the same access to products, services and information as is available in the airline’s direct channels
NDC Exchange: Getting Product to Market

#1 Too long to get connection established
#2 Different technical standards
#3 Complexity in maintaining link
#4 Community solutions ease pain

Mega Event Asia-Pacific
23-25th August 2017
NDC Exchange: From Concept to Reality

Connect hub for all content

Any format accepted and translated

One link for travel providers and retail partners

Supports all forms of distribution

Promotes NDC messaging standards

Potential for other industry-level value-add services through the utility
NDC Exchange Concept

• Comprehensive
  • Include all relevant versions of NDC Schema
  • Include non-NDC schemas where there is demand
• Accessible and Open
  • Will connect to all
  • Include any competitors that may emerge
• Flexible
• Future-Proof
  • Commitment to new versions
  • Commitment to new standards (e.g., ONE Order)
# Technical characteristics

## Connectivity supported
- SOAP v1.1
- WSDL
- TLS 1.2
- XML 1.0
- HTTP v1.0 and v1.1
- Compression (gzip)
  (to be determined)

## Authentication
- Via service security token
  pending industry solution

Note that IATA is expected to introduce a secure token for NDC Sellers. When this is available it will be incorporated into the Utility Platform

## Schema support
- Current full NDC versions
  - NDC 1.3.1
  - NDC 15.2
  - NDC 16.1
- Any schema mode
- Others available as options, e.g., Open AXIS (NDC Baseline) and OTA
Pilots and implementation

ATPCO and SITA have been working to develop NDC Exchange since the summer of 2016.

- **June 2016**: ATPCO and SITA agree in principle to work together.
- **July 2016**: Initial technical meeting. Start of design work.
- **July 2016**: Development work in Washington DC and Atlanta.
- **October 2016**: Two top-tier airlines join the pilot project.
- **March 2017**: An NDC aggregator joins the project.
- **April 2017**: Partnership formalized. NDC Exchange is open for business.

Development is ready for further pilot participants and limited production use will start in the coming months.
Next steps and how to engage

NDC Exchange will be announced to the world next month

But in the meantime, if you want to get on board early …

… contact your SITA or ATPCO Account manager
ian.tunnaccliffe@sita.aero / dsmith@atpco.net