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ATPS APAC, Phuket, 2018
How do you deliver outstanding experiences without inviting fraud?

$858M  1-2%  72%

Cost of payment fraud to the airline industry each year
Of travel agency revenue is used to manage fraud
Of businesses worry about preventing fraud without turning away good customers

sift science
Machine learning can separate fraudsters from real travelers

It’s only when you apply behavioral analysis on a large scale, looking at all of a user’s activity and all activity of users across the travel industry, that you can get an accurate picture of whether someone is truly who they say they are.

At Sift Science, we have over 16,000 signals we look at to identify fraud. Here are just a few examples:

- Account age
- Time until event
- Seat selection
- Order size
- Destination
- Buyer location
- Device type / ID
- Fare class

Sources: Statista, eMarketer, Zozi, IATA, Phocuswright, Sift Science

To learn more about how Machine Learning can help you prevent fraud email:
Tobias Abdon tobias@siftscience.com
What you need to know from NDC to One Order

Ian Tunnacliffe
Phuket
5 September 2018
The NDC is built on the principles of collaboration, transparency and innovation.
It is an industry effort involving all partners in the travel value chain, including airlines, online travel agents and travel management companies, GDSs and other travel technology providers.
Airlines will be able to differentiate and personalize their product and service offerings across all channels while ensuring that passengers will have full visibility of airline fares and services.
It will facilitate new entrants into the distribution sector, resulting in increased competition. Historically competition leads to lower prices and increased choices for consumers.

*IATA Press Release October 2012*
Shopping And Delivery Today
The NDC Shopping Vision

The Customer can choose from many Sellers

Each Seller may send NDC queries to an Aggregator

The Aggregator determines which airlines may be able to make offers that meet the Customer’s needs and sends on the requests

ORAs create responses to the Shopping Requests based on their own inventory but if they need an Interline partner they send requests to one or more POAs

POAs respond to ORAs with offers of connecting flights

The Customer chooses the offer that best meets her needs

The Seller presents options to the Customer

The Aggregator combines Offers from multiple POAs and sends them to the Seller

The ORA combines its own flights with those of the POA(s) and returns offers to the Aggregator
Booking information is contained in a PNR. Payment, entitlement and status information contained in E-Tickets and EMDs. Databases are linked but not the same.

Booking information is now contained in an Order. Payment, entitlement and status information are still contained in E-Tickets and EMDs.

All information is now contained in a single Order.
Critical Financial Changes with NDC

• All priced Offers are created by the airline’s Offer Management System
  • No filed fares are used
• All interline Offers include a settlement value for each Service that is offered
  • This is the amount that the POA expects to receive from the ORA when the Service has been delivered
  • There are no Pro-Rates
• NDC will continue to create E-Tickets but once we move to ONE Order there will be no tickets
  • Therefore no ticket numbers
The customer Order in the ORA’s OMS remains the single source of truth throughout its lifetime. The ORA holds the Customer’s payment until Services are operated.
Where are we up to now?

As of August 2018:

- The majority of live NDC implementations are point to point
- Metasearch providers have led the way
  - Skyscanner
  - Kayak
  - And maybe Google
- All four major GDS companies have committed to NDC
- All three major European Airline groups have instituted penalties for GDS sales
- American Airlines has introduced an incentive payment for NDC bookings
- GDS Distribution remains above 40% of the total market
  - Total number of GDS segments has grown in line with overall market growth
- There are no reliable statistics for the market penetration of NDC bookings
  - But it is believed to be very low
Outlook

After more than five years NDC appears to be gathering a head of steam

Many airlines believe that they need to “become retailers” and if that is the case then they need more sophisticated APIs than teletype and EDIFACT

NDC is the API with the most support across the industry

Predictions:

Within the next year all four GDSs will offer airlines the option of connecting using the NDC Schema

Top tier airlines will roll out more Direct Connect NDC links to their major Sellers

NDC adoption will continue to increase slowly with GDSs driving the most growth

The arrival of ONE Order will boost the take up of NDC but large-scale adoption is likely to be several years away