According to Ingenico ePayments’ data, most travelers in LATAM arrive or depart from these top five airports:

<table>
<thead>
<tr>
<th>Code</th>
<th>Airport Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pty</td>
<td>Tocumen International Airport</td>
<td>Panama City, Panama</td>
</tr>
<tr>
<td>Scl</td>
<td>Comodoro Arturo Merino Benítez International Airport</td>
<td>Santiago, Chile</td>
</tr>
<tr>
<td>Lim</td>
<td>Jorge Chavez International Airport</td>
<td>Lima, Peru</td>
</tr>
<tr>
<td>Bog</td>
<td>El Dorado International Airport</td>
<td>Bogota, Colombia</td>
</tr>
<tr>
<td>Gru</td>
<td>Sao Paulo – Guarulhos International Airport</td>
<td>Guarulhos, Brazil</td>
</tr>
</tbody>
</table>

We work with some of LATAM’s biggest airlines, visiting all of these destinations, by helping them reach more customers around the world. Make sure that you’re targeting all of your international travelers throughout their journey, with the most payment methods and comprehensive acquiring coverage available.

Visit: [www.ingenico.com/epayments](http://www.ingenico.com/epayments) to learn more
Accepting NEW Payment Methods

*Is it a game changer for Airline Retailing?*

Amine Boulaghmen

*Head of IATA Settlement Services*

*Product Portfolio*

Petr Duchek

*EVP Sales Marketing & Customer*

*Aaron Group*
Airlines are becoming **retailers** and improving their **distribution** strategy...

...to provide the same airline.com **offering** and **rich contents** through all distribution channels.

© IATA 2017
Are we offering the same content through all distribution channels?

How about the agency Sales?
NDC – four essential quarters

- **CONTENT & PAYMENTS**
  - same / better than GDS
  - Fare Families
  - Ancillary Products
  - Search, Book, Sell & Change
  - Latest trade development by IATA incl. NewGenISS and IFG

- **CHANNELMIX**
  - covers ALL key channels
  - OTA, MSE, Bulk Data Feed (dynamic packaging)
  - Offline agents

- **AGENT PLATFORM**
  - provide key back-office options for the agents
  - cover online & offline streams
  - Search, Book, Sell & Change
  - Hold, Void & Refund
  - Ancillary Sales
  - Reporting

- **COST**
  - Affordable
  - Short-term (implementation)
  - Long-term (maintenance)
  - positive ROI after 6-12 months
Symphony.Aero NDC
using own Pricer & Shop and Order Management System

- Schedules Processing
- Ancillary Services Processing
- Airline Inventory & ATPCO
- Availability Processing
- Tariffs Processing

Symphony Pricer & Shop

Outcomes available

- API (Online Agents)
- Meta Search engines
- Agent Platform (Airline branded)
- Bulk Data Feed (Dynamic Packaging)
- Agent Platform (multi-carrier)
Is it enough to increase the sales conversion rate?

Knowing the targeted consumer’s payment behavior and accepting the most convenient payment method are among the Key Elements to increase sales and profitability.
Airlines need to be aware of the adoption of the different payment methods...

GROWING TRENDS

- Payment by installments
- Real Time Payment

... to provide the most convenient payment methods

© Statista 2017
Are we offering the same diversity of payment methods across all distribution and sales channels?

Today, the payment method diversity is mainly offered through direct sales channels.
As a retailer, accepting **new payment methods** and increasing the **payment method diversity** through the **Passenger Journey**...

... will improve **user experience** and capture new **business opportunities**.
However, Airlines need to overcome some challenges

- Cost
- Performance
- Acceptance
- Reconciliation
- Acquirers
- Platforms
- SLA
- Omni-Channels
- PCI-DSS
- Connectivity

- Regulation
- Gateway
- Compliance
- Fraud
- UX
- Mobile
- BI
- Revenue Integrity
- Speed to Market
- Stakeholders
- Currencies
- Risk

© IATA 2017
To support the airlines, IATA has developed a **Technology Platform** to address the payment challenges.
With a consolidated Omni-channel approach,…

… Airlines have more control to optimize their offering and payment strategy and increase their sales conversion rate.
Provide an **Unique Payment Experience** to support Airline Retail Strategy through Passenger Journey

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Thank You!

Contact Us

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