AirGateway

Enabling the NDC age for the airline retail industry
Standards

How standards proliferate:
(See: A/C chargers, character encodings, instant messaging, etc.)

Situation:
There are 14 competing standards.

14?! Ridiculous!
We need to develop one universal standard that covers everyone’s use cases. Yeah!

Soon:

Situation:
There are 15 competing standards.
NDC Standard: Wide, heavy, and complex

Markus Barth
Project Manager bei peakwork - the player hub company

I had to evaluate NDC two years ago. Possibly things have evolved since then but the release candidate was a totally overbloated monster XSD and whenever I asked what was meant to go into specific elements or attributes the answer usually was 'it depends on mutual agreement'. This is just not the right approach for an Industry Standard.

NDC Facts

- Some NDC schemas including its dependencies can include up to 35K XML items
- Some real APIs NDC message shopping responses can be up to 28K lines of XML
Airlines Involved with NDC

Have deployed
Aer Lingus
Air China
American Airlines
British Airways
China Southern
Condor
Emirates
Flybe
GOL
Hainan Airlines
Hong Kong Airlines
Iberia Express
InselAir
Olympic Air
Qatar Airways
Rotana Jet
Shandong Airlines
Shenzhen Airlines
S7 Siberia Airlines
Xiamen Airlines

... and more recently
Lufthansa
Thomas Cook Airlines
Manchester
Thomas Cook Airlines
Belgium

Plan
Aeromexico
Avianca
China Eastern
Finnair
Iberia
JetBlue
Qantas
Scoot
SWISS
Ukraine International
United Airlines
Vueling

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The GDS model

- Airlines depend entirely of GDSs to deploy new features, products or ways of retailing
- Airlines don’t control the booking experience and can’t engage final consumer
- High distribution costs
The Direct Distribution model

- Enables airlines to control the final consumer booking experience
- Enables personalized shopping, ancillaries distribution in shopping time, dynamic pricing, and a unique booking PNR
- Facilitates fast deployment of new products across channels. Bringing differentiation.

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## The Direct Distribution model

<table>
<thead>
<tr>
<th>Feature</th>
<th>GDS</th>
<th>Direct / NDC</th>
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</thead>
<tbody>
<tr>
<td>Ancillaries selling</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Dynamic pricing</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Personalized Shopping</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Unique Order / PNR</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Offer/Order Owner</td>
<td>GDS</td>
<td>Airline</td>
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</tbody>
</table>

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Guest column: Is the GDS facing extinction?

IT’S A GAS...

I would also go as far as to say that in the next decade all major GDSs will exit the distribution business entirely, and as such it would be wise for travel buyers to begin looking at where the content that’s made available to them through their TMC comes from. With more and more airlines developing a direct-connect solution, TMCs that rely solely on content provided by the GDSs will miss out more and more. And so the future, if you’re looking to retain both choice and cost effectiveness, lies in global aggregation systems (GAS).
Direct-connect without aggregation

Many Integrations (hundreds!)
Direct-connect with aggregation

- Aggregation
- Isolation
- Normalization / Custom Normalization
- Consolidation (WIP)

AirGateway NDC GTWY

AIR1  AIR2  AIR3  AIR4  AIR5
Technical Features

- **Aggregation**
  Handles real-time concurrent calling for 100 - 200 hundred providers.

- **Isolation**
  Wrapping, SOAP enveloping, XML namespaces, authentication methods…

- **Normalization**
  Standardized NDC responses + Custom transformations

- **Consolidation (WIP)**
  Deliver Synchronous consolidated multi-source shopping results.
Direct-connect with full-NDC aggregation

AirGateway NDC GTWY

- Logic-less
- Real-time
- Full-NDC

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Other D/C aggregators

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<tr>
<th></th>
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<th>pyton</th>
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<td>✔️</td>
<td>✗</td>
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</tr>
</tbody>
</table>
Airlines Status

Ready

WIP

In talks

IBERIA
BRITISH AIRWAYS
Emirates
S7

AIR CANADA
QATAR AIRWAYS

brussels airlines
Austrian

FINNAIR
IBERIA EXPRESS

WESTJET
AEGEAN AIRLINES

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Use cases

Agents

- Shopping & Booking
- Servicing & Ticketing
- Post-booking Ancillaries

Airlines

- Fare Consolidation
- Interline

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Thanks

http://AirGateway.net

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