Merchandizing from the Front Line

How InselAir is using JR Technologies’ NDC Platform to Transform Merchandizing Distribution
Background of the InselAir NDC Project

• **November 2014:** Began IATA NDC Pilot in partnership with JR Technologies and SITA
• **July 2015:** Technical integration between JR Technologies and SITA begins
• **December 2015:** First passenger ticket issued through NDC environment
• **March 2016:** InselAir became IATA NDC Tier 3 Certified
• **August 2016:** Initial development of NDC Distribution complete
• **January 2017:** Initial development of NDC-based Direct Channel interfaces complete
• **Q3 2017:** Planned rollout of NDC-based direct channel interfaces, NDC Aggregation channels and Metasearch APIs
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JR Technologies’ Solution

By utilizing JR Technologies’ base NDC platform, InselAir is able to acquire:

- **Full Offer/Order Management Systems**
- **Integrated Merchandizing and Pricing Engines**
- **Integrated Passenger Identification**
- **Distribution of Rich Content, and**
- **Full New Distribution Capabilities**

All while maintaining traditional GDS and Interline distribution channels.
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NDC Gateway

- Developed to interface with SITA Gabriel PSS.
- “Translates” between SITA Open Travel Alliance (OTA) and EDIFACT standards to/from NDC standards.
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NDC Offer/Order Management

• Provides the core of NDC and One Order functions

• Offers able to dynamically bundle/unbundle ancillaries, creating several offers per request

• Orders are replicated within the SITA PSS Reservations and Ticketing systems to maintain legacy DCS, Revenue Accounting, Revenue Management and other back-office and operations processes

• NDC Order structure is developed with One Order compliance considered

NDC API – 16.1 NDC Standard

<table>
<thead>
<tr>
<th>PNR Synchronization Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Identification Module</td>
</tr>
<tr>
<td>Rich Content Management System</td>
</tr>
<tr>
<td>Merchandising / Pricing Engine</td>
</tr>
<tr>
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</tr>
<tr>
<td>NDC Gateway</td>
</tr>
</tbody>
</table>

NDC Platform
NDC Merchandizing from the Front Line

Merchandizing and Pricing Engine/ Rich Content Management Systems

- Database containing all ancillary products and services, including third-party suppliers, as well as business rules
- Pricing and bundling of ancillaries determined through the Pricing Engine, either static or dynamic
- Rich Content available through NDC channels for any or all of the ancillary items within the system

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<td>NDC Gateway</td>
</tr>
<tr>
<td>JR TECHNOLOGIES NDC Platform</td>
</tr>
</tbody>
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NDC Airline Profile Manager

- Allows direct airline control of distribution channels from region down to agency

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</tr>
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<td></td>
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11th Ancillary Merchandising Conference
NDC Merchandizing from the Front Line

Passenger Identification Module

- Contains passenger identifiers and historical passenger purchase and travel behavior to create personalized offers through the Offer/Order Management System
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PNR Sync Module

- Receives all ticketed PNRs created outside of the NDC system and creates Orders for each PNR
- Allows servicing of tickets purchased through legacy distribution channels to be performed within the NDC environment as if it was a native NDC Order
- Flights can be purchased through one channel, then ancillaries purchased through NDC channel
NDC API – 16.1 NDC Standard

- PNR Synchronization Module
- Passenger Identification Module
  - Rich Content Management System
  - NDC Airline Profile Manager
- Merchandising / Pricing Engine
- NDC Offer and Order Management System
- NDC Gateway

Order-based Departure Control System

- DCS and Fulfillment Interface
- Travel Agent Aggregator
- Travel Agency

Legacy Distribution Network

- Required Legacy SITA Services
  - Inventory & Schedules
  - E-Ticket Database
  - Pricing Engine
- Legacy Interline Connectivity
- GDS Connectivity

Ancillary Merchandising Conference
Questions/Comments