

Amadeus NDC [X]

Demystifying NDC



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Retailers have set high expectations in the travel industry

Travelers

Want to compare offers and pick-and-choose the ones that best suit them, in their channel of choice
They want to have the best service ever all along the journey

Airlines

Want to control the offer adjusting it to best serve all their customers through their preferred channel

NDC is a communication protocol



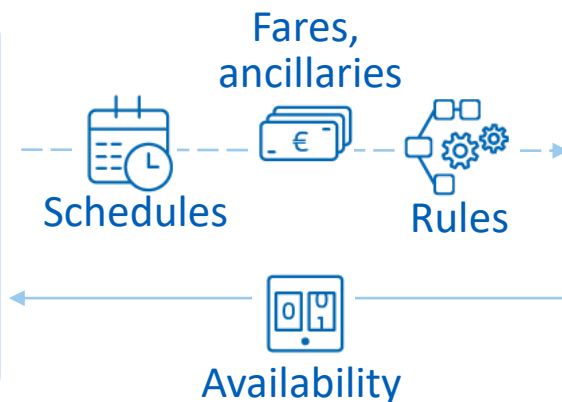
- A standard API based on XML
- Standard definition still ongoing
- Business agnostic
- Introducing new concepts : Offers & Orders
 - Offer = product built by the airline
 - Order = reservation object controlled by the airline

Current environment

Airline PSS



---> Push
—> Pull



GDS



Travel agencies

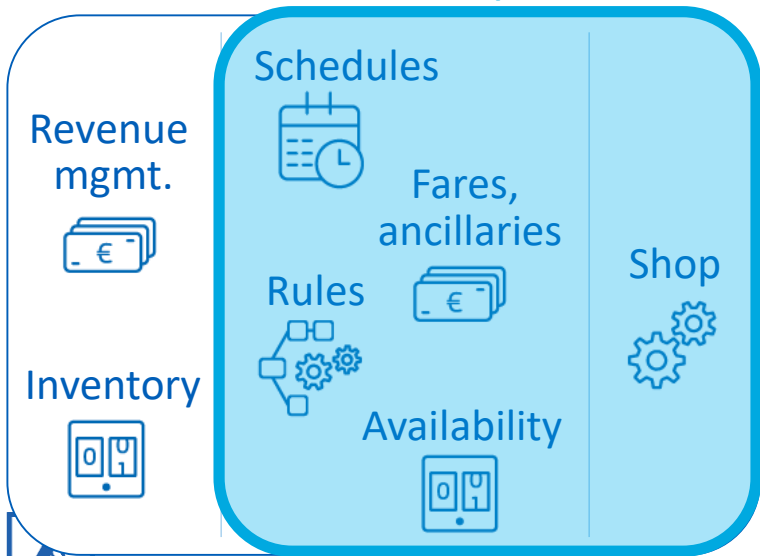


Travelers



NDC environment

Airline NDC system



GDSs & aggregators



Travel agencies



Travelers



NDC

Amadeus IT Group and its affiliates and subsidiaries

Innovation enabled by NDC

Examples



New products & content:

- NDC API based on retail concepts (offer, offer item, service): easier to pipe **new products and content beyond air**.



Smart merchandizing:

- More content + willingness to keep flows simple = need for **Artificial Intelligence / Machine Learning**.
- Personalized bundles for a specific pax/seller.
- Relevant selection for a specific pax/seller.



Dynamic everything:

- **Dynamic prices, offers, commissions** without complex engine replications.
- **Possibility to experiment** and A/B test live.



Flexible notifications:

- Better monitoring of products delivery.
- Pax tracking for duty of care.



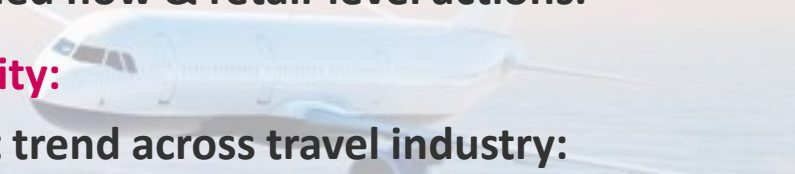
Conversational UIs:

- **Chatbots & digital assistants**.
- Examples of new outlets for air content, enabled by simplified flow & retail-level actions.



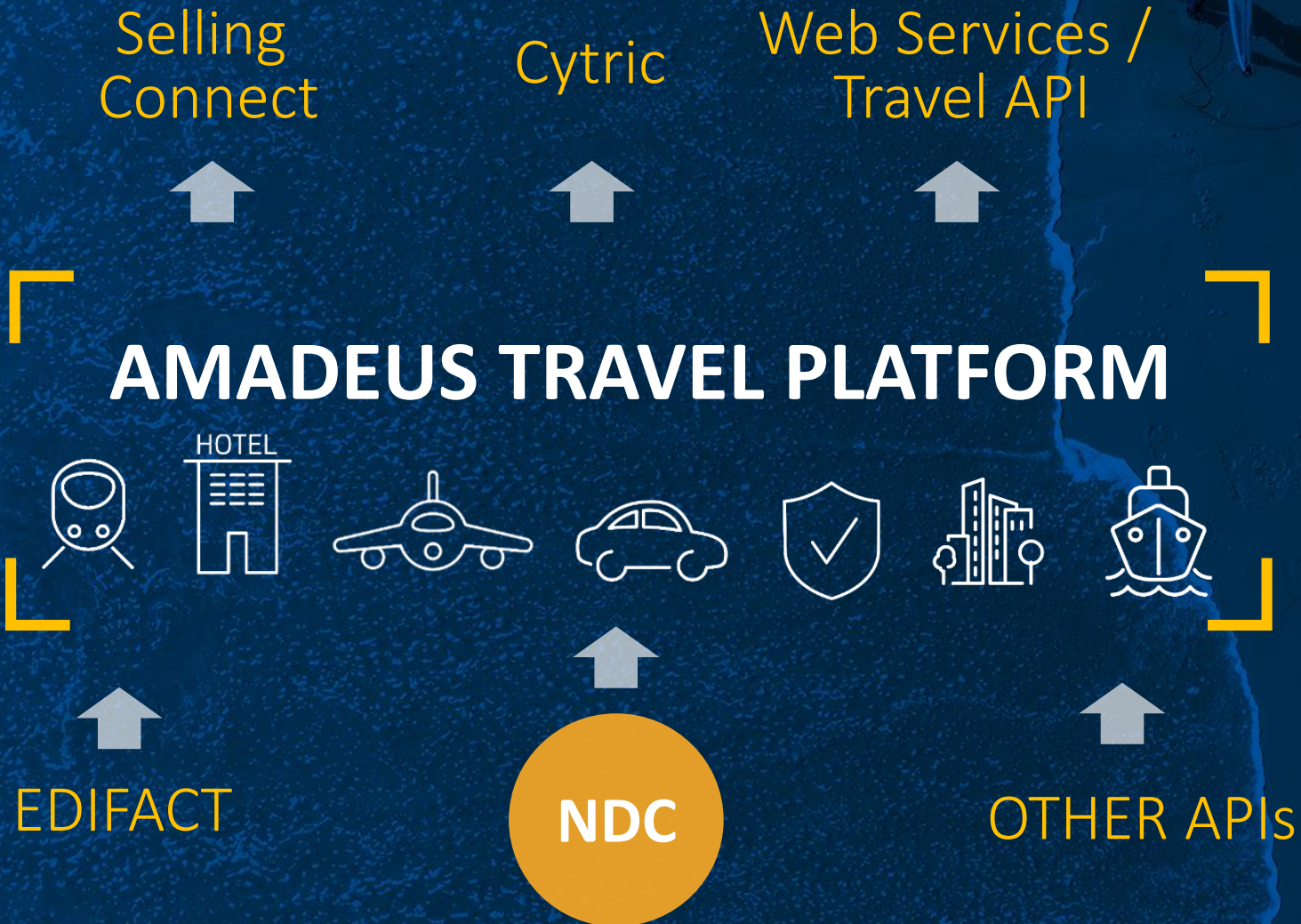
Digital Identity:

- Important trend across travel industry: mitigation of security pain points, privacy regulations (e.g. GDPR, local data mandates, data breach risks, ...).
- Cumbersome to implement across legacy architectures, easier in NDC world.



Amadeus Travel Platform for digital retailing

Any content, from any source, through any channel



Do we need NDC in Hotel Distribution

amadeus

Thanks!

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