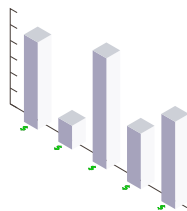


# Who's Who of NDC

## Airlines



## GDSs



## TMCs



## OBTs



## Risk Management Technology



## Corporate Customers



### Primary advocates of NDC – some have started to offer NDC

*Examples: Lufthansa Group, British Airways, American Airlines, Qantas, Singapore Airlines, Air France & KLM*

- Have varying strategies, which may include creating their own unique NDC offering
- Have typically focused NDC efforts around leisure travel
- Must now ensure corporate customers' expectations are met

### Global Distribution Systems – the main way airlines sell product for corporate business

*Examples: Amadeus, Sabre, Travelport, Travelsky*

- Most flight bookings are made via GDS (using older 'EDIFACT' rather than NDC)
- Adapting to support both EDIFACT and NDC content
- Due to their scale, eyes are on the GDSs to develop their NDC capabilities further

### Travel Management Companies – manage travel programs for corporate customers

*Examples: FCM*

- Assist airlines in better understanding corporate customers and the functionality they need
- Typically manages the relationship with OBTs and GDSs
- Makes sure the right rates and content are available to travellers

### Online Booking Tools – where travellers book/manage travel

*Examples: Concur, Cytric, Savi, FCM Booking*

- Work with TMCs, GDSs/ aggregators and corporate customers to make content available to book online
- Display booking options based on company travel policy (may cover NDC)
- Integrates with TMC systems to create a seamless process for corporate customers

### Technology that supports the safety of travellers

*Examples: International SOS, Crisis24*

- Integrates with TMCs, or some TMCs have their own solution
- As they work on a new technical language, NDC bookings can disrupt messaging to these providers
- In the case of FCM, messaging is normalised to ensure risk management works correctly

### Range from national companies to international conglomerates

*Includes: Decision Makers, Travel Managers and Travel Bookers*

- Valuable segment of an airline's business due to the volume and frequency of their travel
- Are responsible for designing their travel policy, which may cover NDC
- May negotiate directly with airlines and/ or use their TMC's negotiated rates