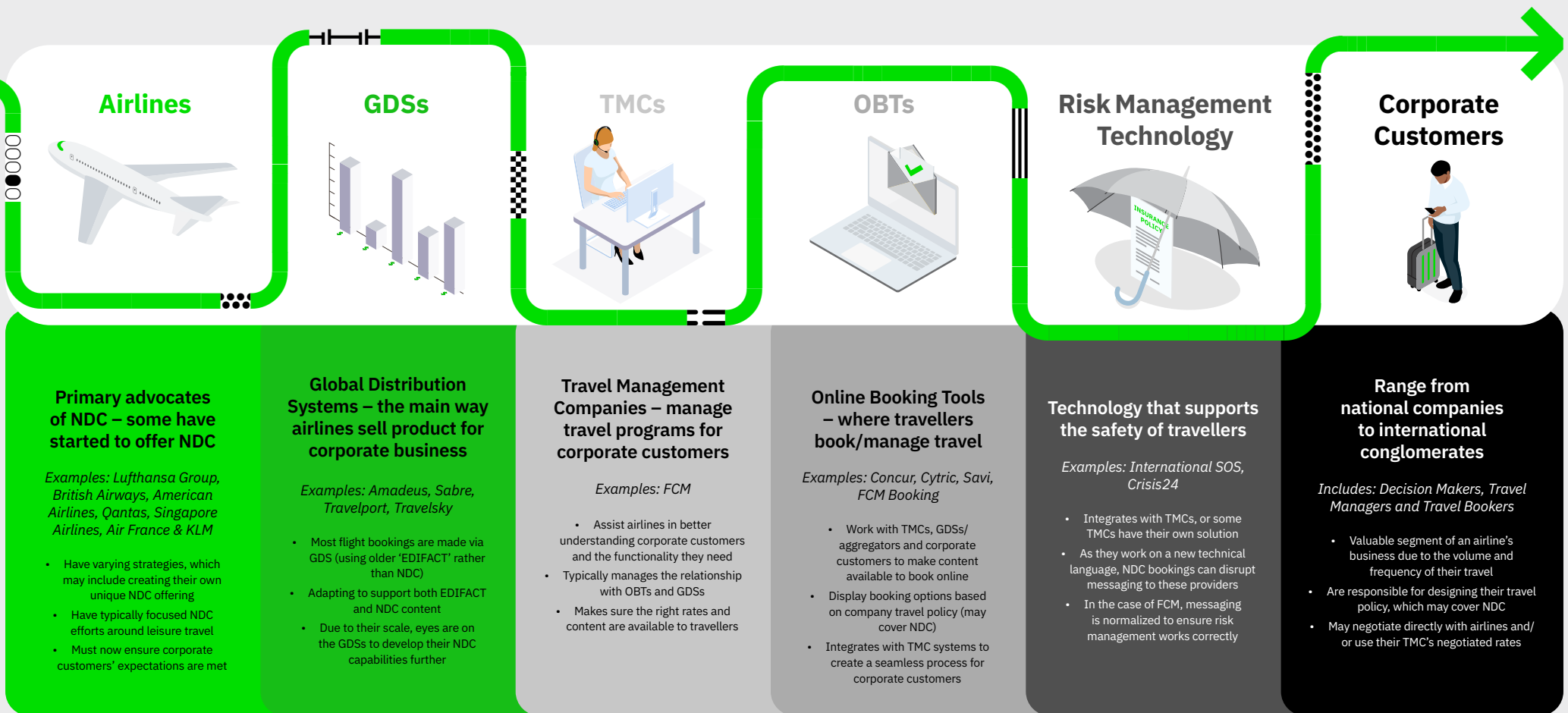


Who's Who of NDC



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 normalized 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

FCM doesn't look at NDC in isolation, but as part of all the content customers need.

For more information about our approach visit the NDC Hub.