

THE BUSINESS OF NDC – REALITIES, MYTHS AND THE PATH FORWARD

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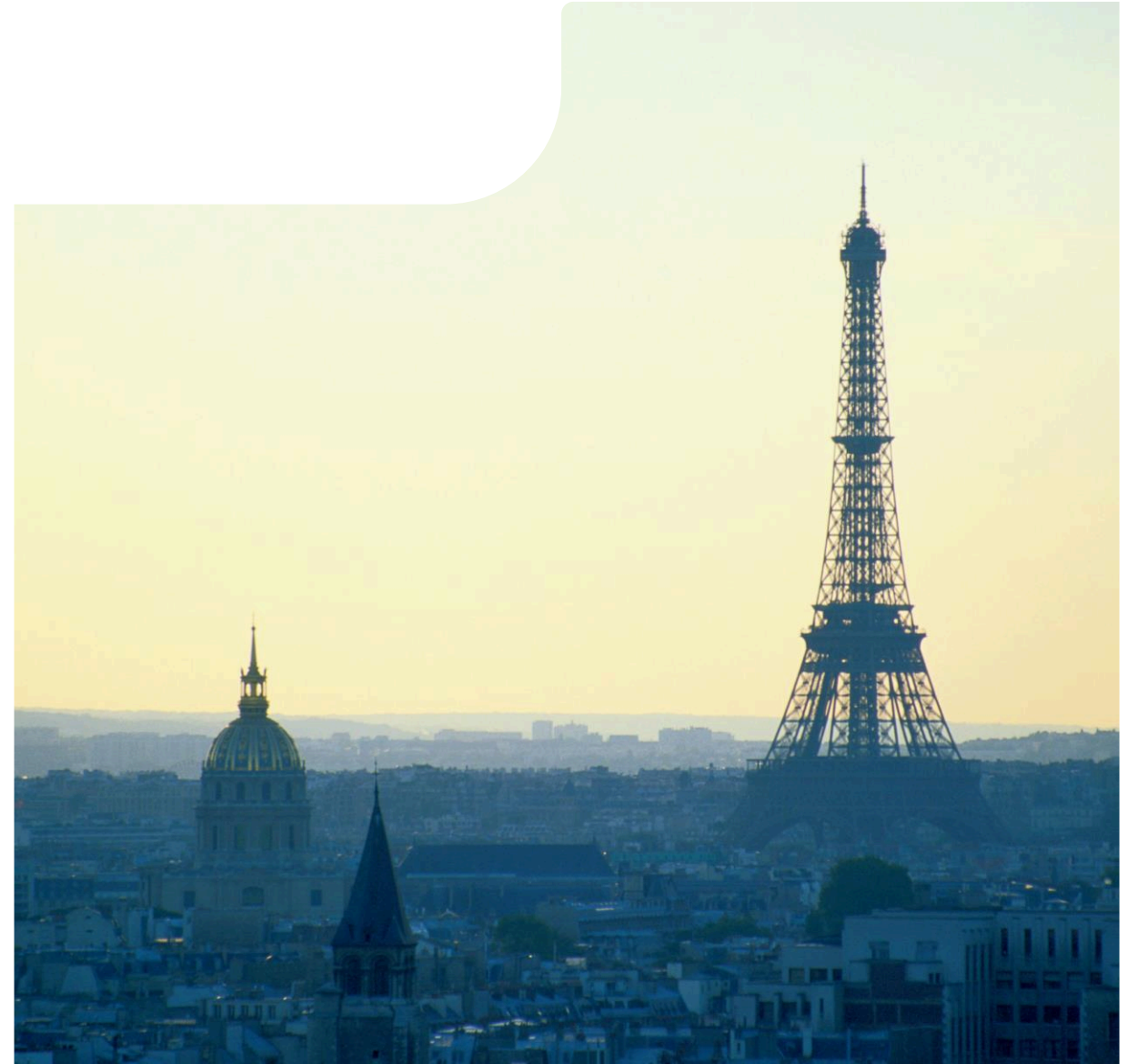


CONTENT

A Millennial's take on NDC

Myths vs realities

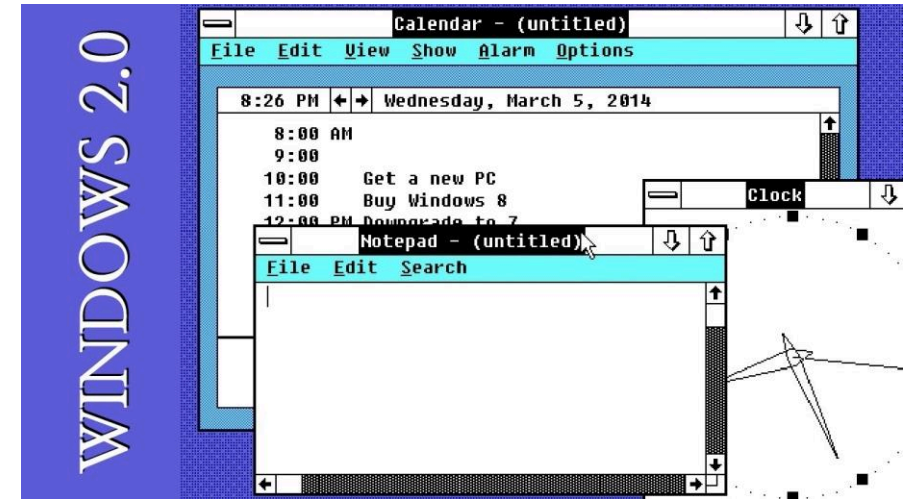
Path forward



A LITTLE QUIZ...

From which year is the EDIFACT standard?

1987



And from which year is XML?

1998



SO EDIFACT → NDC IS ESSENTIALLY MOVING FROM
A 38-YEAR OLD TO A 27-YEAR OLD TECHNOLOGY!

We built a cathedral in EDIFACT!

Hence, industry's resistance to change is significant

And NDC's teething problems did not help

However, let us examine some of today's realities
together



MYTH #1: NDC IS JUST A MODERN VERSION OF EDIFACT

REALITY

No, it requires behavioural change. From storage to real-time offers

What you can do: filter, sort, work with profiles

What we will do: invest in offer contextualization



THE DIVERSIFIED OFFERS CHALLENGE

Always displaying every bundle, everywhere, to everyone



Retail challenges

- Limited room on the display
- Customers gets lost in the choices
- The more premium fares are pushed to the end

Requires 3 extra clicks to see the end of the offers 

→ Need for filtering by you & contextualization by us

MYTH #2: SERVICING CAPABILITIES IN NDC ARE LIMITED. NO CORPORATES WILL BOOK IN NDC.

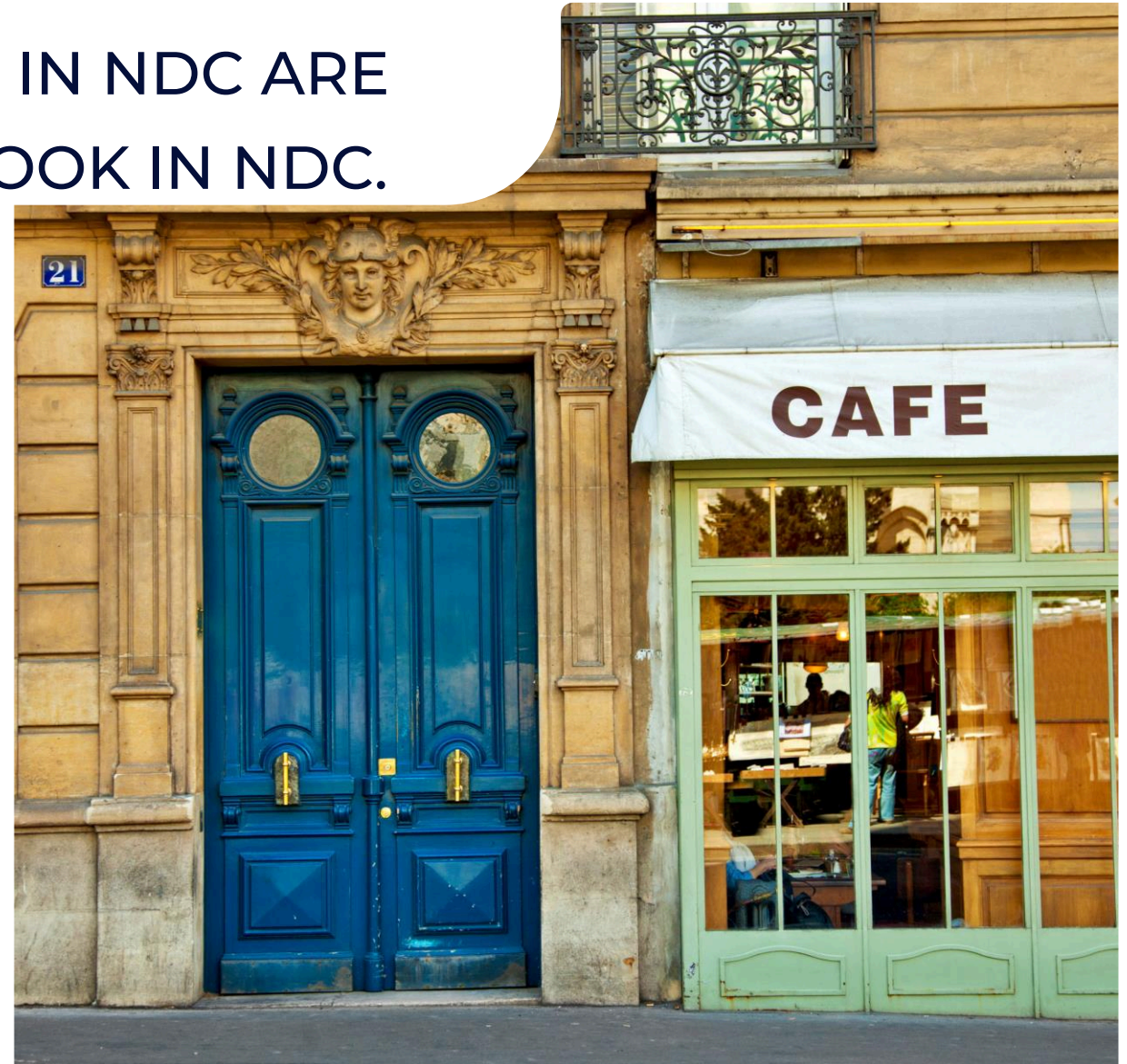
REALITY

Q4 2023: large TMC sent **100** must-have specific servicing use cases to adopt NDC for corporate traffic

We already supported **91**

Today: use cases have been solved and this TMC is rapidly adopting NDC for corporate traffic

♥ DOUBLE ♥
digits



MYTH #3: NO NEW PRODUCTS IN NDC!

(CONTINUOUS PRICING ≠ A PRODUCT)

REALITY

Since early 2024, we have 3 NDC exclusive products on offer, some of which are already customized:



Seat bundle – branded fare + best available seat

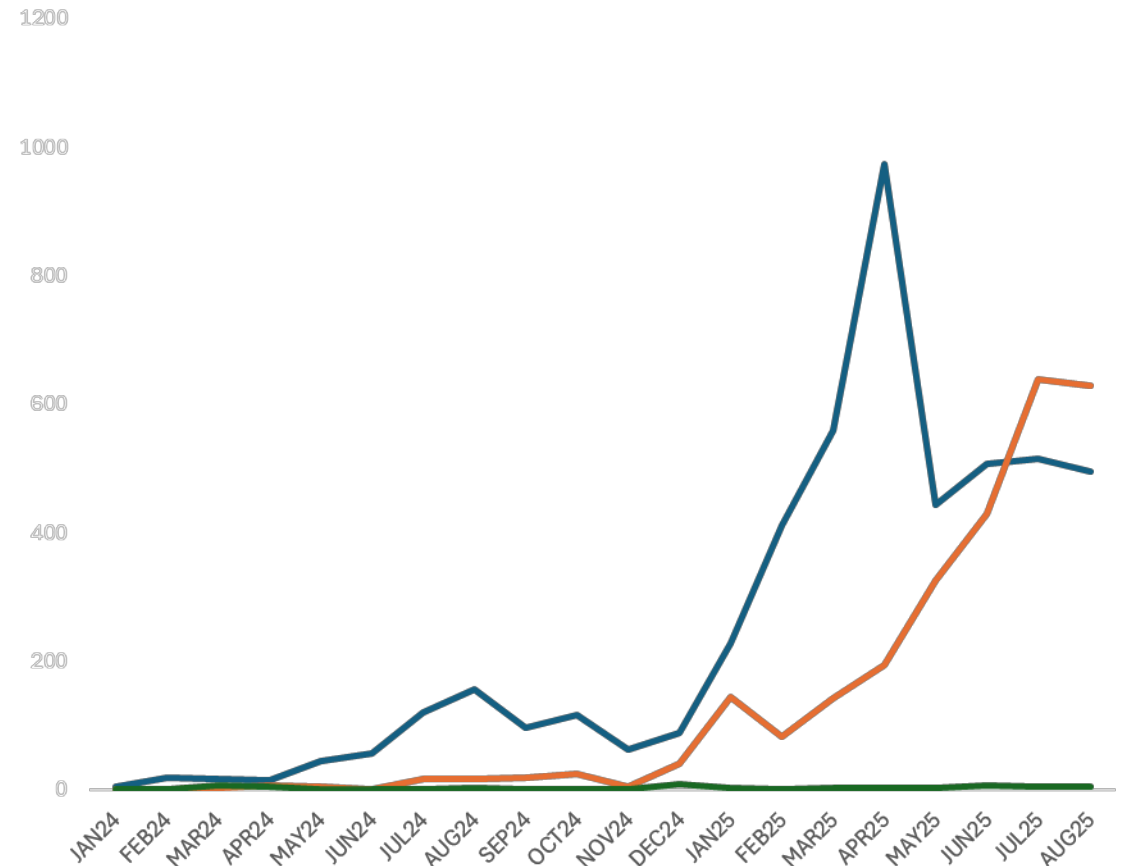


SAF bundle – branded fare + relevant SAF %



Lounge ancillary – with dynamic availability

NDC exclusive products monthly volume (coupons)



MYTH #4: PASSENGERS JUST WANT TO GET FROM A TO B, WHAT IS THE FUZZ ABOUT?



REALITY

There is a lot of untapped potential in aviation in properly retailing the offer

EXAMPLE → RICH CONTENT: images, videos, 360 views, demos, etc.

Today, only 30% of our indirect volume is sold via displays that offer rich content



EVER WANTED TO SIT ON SEAT 1A? NOW YOU CAN IN NDC!



MYTH #5: WE ARE NOT YET DONE WITH THE ADOPTION OF NDC, SO WE CANNOT MOVE TO OFFERS AND ORDERS

REALITY

Yes, moving from PNRs to Orders is the next big thing,
but it is not the “new NDC”

NDC was predominantly an innovation on the OFFER
side, moving to Orders is an ORDER innovation

For years to come:

- Mostly internal transition
- “Translation layer” to support industry partners on PNRs will exist for a very long time



THE PATH FORWARD

Airline priorities:

- Cooperate through industry boards to smoothen standards
- Continue to roll-out functionalities & modern contextualization tech
- Transition from PNRs to Orders

Industry priorities:

- Invest in filtering / profiles to support new NDC reality
- Embrace the new products and possibilities



THANK YOU

**LET'S BECOME BETTER
RETAILERS TOGETHER!**

