

NDC EXCHANGE

Enabling distribution interoperability across the travel ecosystem

NDC Exchange is an industry-owned platform to support the adoption of IATA's New Distribution Capability (NDC) for airfares and ancillary sales. NDC Exchange enables quick adoption of NDC and lowers the cost of compliance to the schema, while supporting complex interlining as airlines migrate to the new distribution format.

ISSUES

Making NDC a reality can put extra strain on already tight IT budgets. Those making the step toward NDC will have to:

Absorb the cost to deploy and maintain every single partner connection

Consider the time required to set up a single connection

Manage interoperability between different suppliers independent of the NDC schema and custom implementations

Consider how to **manage data and system security** using open application programming interfaces (APIs) to new developers

Ensure that the NDC-enabled systems can **handle requests/traffic** from numerous institutions worldwide.

SOLUTION

Hosted by SITA and ATPCO:

The only neutral hub connecting offers from airlines and travel sellers in a cloud-based, scalable environment.

Community-driven marketplace:

An easy and cost-effective way to adopt NDC for airlines and travel sellers who want to create offers and distribute them directly to customers

Supports all standards and versions:

Translates messages no matter what API or schema they are based on

Reduces distribution costs:

On one platform, extend your reach to traditional and non-traditional distribution points, reducing distribution costs and expediting interoperability across the ecosystem

BENEFITS

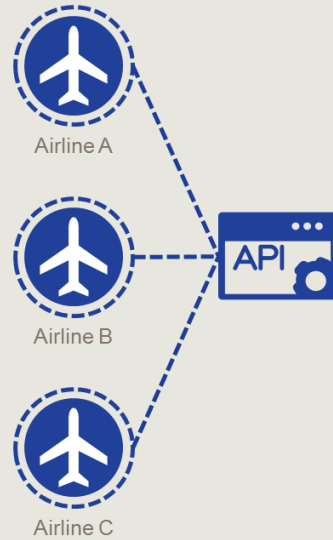
- NDC Exchange uses a single interface to connect multiple airlines to many sellers, regardless of the schema or version used.
- Connecting additional partners only takes a few days compared to 3-6 month to set up a new connection from scratch.
- NDC Exchange performs real-time message translation and translates proprietary data from many different versions and formats into one standard.
- NDC Exchange is built on ATPCO's comprehensive data and SITA's global and secure infrastructure.
- NDC Exchange functions as the e-commerce and cloud-based marketplace for travel offers. It is scalable and can quickly adapt to traffic peaks.

2-3

days to set up new
NDC connections

HOW DOES IT WORK?

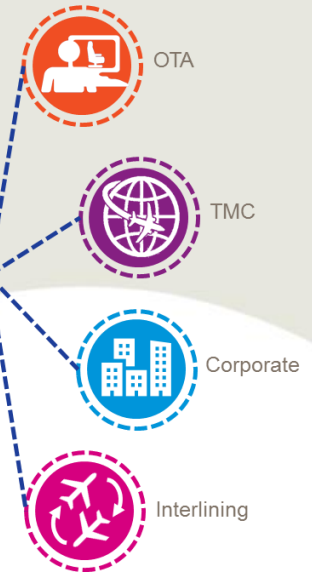
Travel Supplier



NDC EXCHANGE

- API management
- Baggage calculator
- Ancillary offer engine
- Schema transformation
- Message routing
- Airline API adapter

Travel Seller



SOLUTION COMPONENTS

1. Any format accepted and translated

- NDC / OTA / Open Axis native
- Transformations from any version to any version
- Standard routing options

2. Industry authentication

- Authenticate any seller
- Compliance with any future industry standard (One Token)

3. Unique point of connection for retail partners

- Connectivity from / to any party (airline / seller)

4. Connect hub for all content

- SOAP v1.1 / WSDL / TLS 1.2 / XML 1.0 / HTTP v1.0 and v1.1

5. Potential for other industry-level value-add services

- Bag pricing
- Interlining

CASE STUDY

Air Canada, a dynamic and growing airline, understands the importance of being able to get their products, fares, and attributes out into the consumer space as quickly as possible.

With NDC Exchange from SITA and ATPCO, Air Canada is able to work with trusted partners to innovate quickly while still being conscious of an IT budget.

To Air Canada, the three key benefits of NDC Exchange are:

- Ability to quickly become NDC certified
- Protection from multiple versions of NDC
- Ability to work with any partner on their terms

Most importantly, NDC Exchange is a future-proofing cost effective solution that the entire airline industry can leverage.

For more information please contact us at info@sita.aero