



indra

AIRLINES NDC: NEW DISTRIBUTION CAPABILITY

Join Indra in the definition of the future
airlines distribution model

www.indracompany.com/airlines



AIRLINES NDC: NEW DISTRIBUTION CAPABILITY



Driving Air Transportation Stakeholders towards the future distribution model

Challenge

Air Transportation current distribution model **calls for a change**. During the last 30 years, Airlines had no control over their distribution and did not own final customer's offers, fares, schedules and availability.

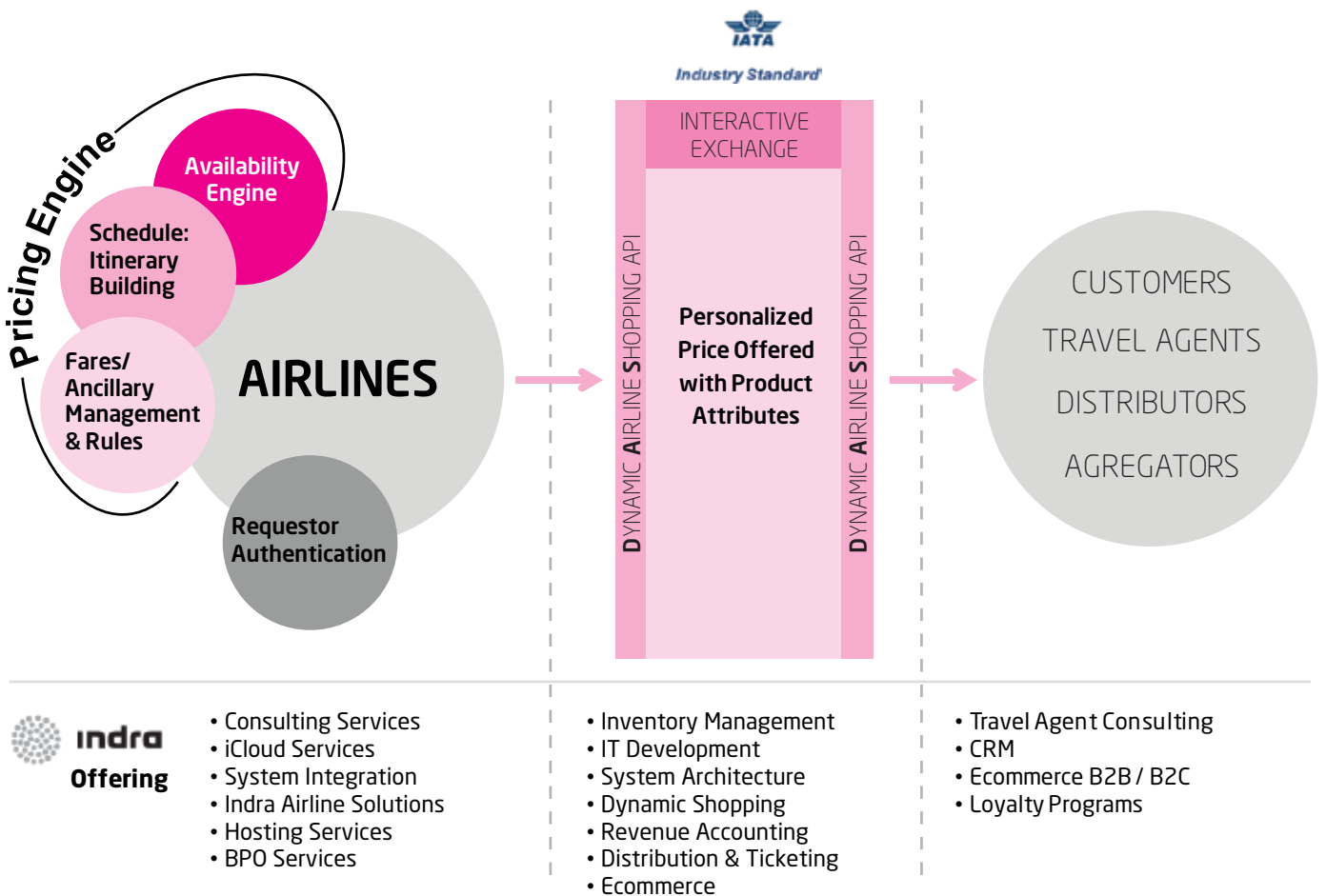
Due to this distribution model, Airlines faced: limited interactivity with final customers, lack of dynamic pricing, constraints with ancillaries offer and large transactions costs.

IATA is leading the NDC Program, facilitating the definition and the establishment of industry standards to support and shape a new model that will allow Airlines to sell **what** they want, **when** they want, **to whom** they want **through** all the channels.

NDC HIGHLIGHTS

Airline and Customer relationship become interactive through all channels

- IATA initiative to set a new approach to the Air Transportation Distribution model
- Better service for passengers: Airlines will be able to recognize their customers and provide personalized offers through **dynamic airline shopping**
- New offering for passengers will be based on **full transparency** and openness
- Ways to display product attributes will be standardized to facilitate comparison on sites
- The new model will support a **shopping basket approach**
- NDC will create value for the whole industry **standardizing services** offered by airlines
- Involvement in the NDC initiative means the ability to **influence the future** distribution model



NDC MAIN TARGET

NDC's **target** will focus on building standards to support the shopping, search and comparison phases within the airline distribution life cycle engaging all industry players such as Airlines, System providers, Third parties and Travel agents.

The new airline distribution model will be redesigned to provide a **full dynamic content distribution model** which will enable airlines to offer a wider selection of products and services, and fill the capability gap between their direct and indirect channels, providing identical retail capabilities across all channels.

INDRA'S INVOLVEMENT

Indra, a leading company in the IT industry and on the forefront of airline innovation, has joined forces with IATA as one of the selected strategic partners in leading the NDC project.

Indra's participation and services for the NDC program comprise:

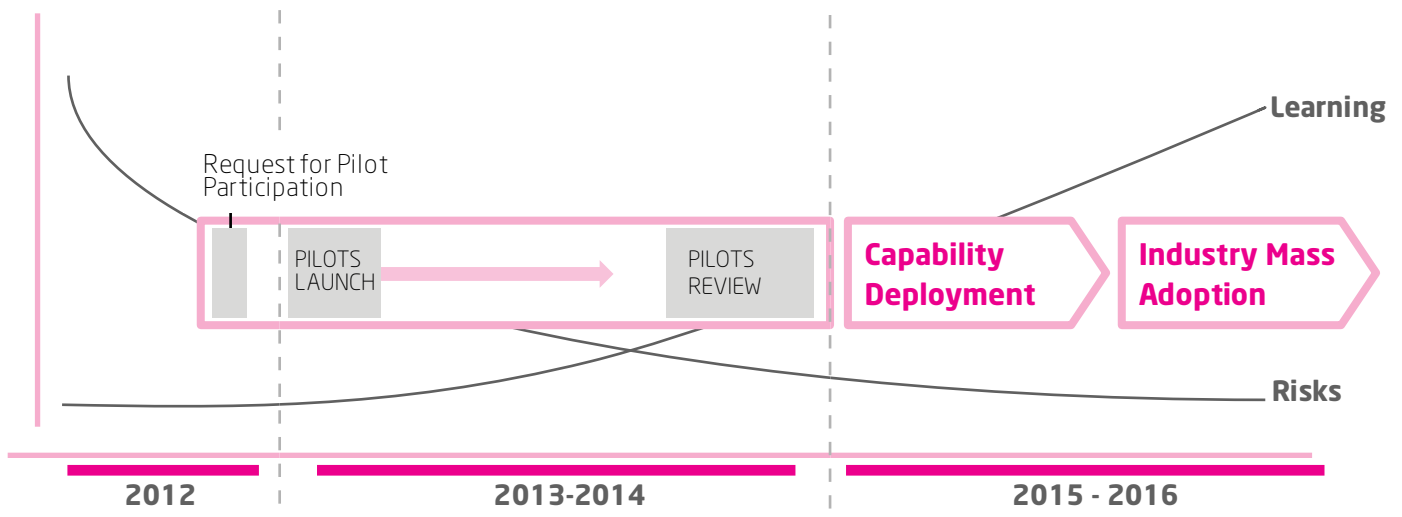
- International Airline IT and Consultancy Provider Stakeholder Engagement
- Contribute with industry best practices
- Provide Indra's know-how and experience in Airline Industry, Travel and Transportation

- Provide global presence and support
- Bring Indra's vision, proposals and project management experience on:
 - Consulting
 - System Integration
 - Inventory Management
 - IT Development
 - System Architecture
 - Dynamic shopping
 - Revenue Accounting, Distribution & Ticketing
 - Ecommerce B2B / B2C
 - CRM
 - Loyalty Programs
 - Business Analytics Solutions
 - Mobility

Join Indra's NDC line of services to:

- **Receive information** on every IATA new resolution regarding NDC Program
- **Participate jointly** with Indra in NDC forums and meeting
- **Lead Industry** pilot launches, news and projects

NDC TIMELINE



NDC BENEFITS

For Passengers

- Wider and combined offer of different products from different airlines.
- Enhanced comparison functionalities across all channels.
- Full transparency during the purchase process.
- Benefit from personalized offers and rewards.

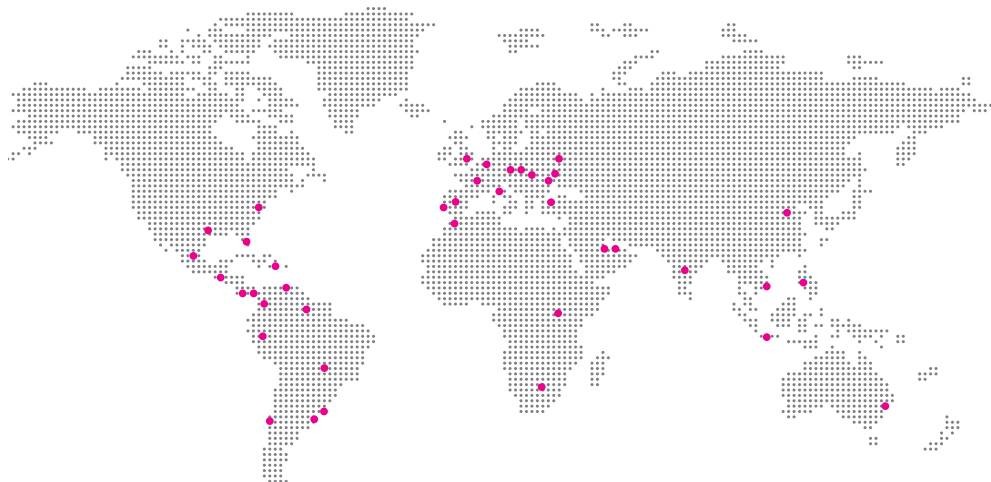
For Airlines

- Reduce transactions costs.
- Provide tailored offers by identifying customer preferences and practices.
- Ability to sale all products across all channels.
- Fill the gap between the indirect and direct channel.

For Travel Agents

- Enhanced and coherent product offer across the different channels.
- Access to direct channel products and services gaining new business opportunities.

INDRA DRIVING CHANGE IN THE AVIATION INDUSTRY THROUGH INNOVATION



TECHNOLOGICAL SOLUTIONS AND SERVICES WORLDWIDE

- Global Leader Company in Innovation, Research and Development
- One of the largest Consulting and Technology IT companies worldwide
- Global presence in 5 continents and located in 128 countries
- Second IT European company by investment in R+D: 7%-8% revenues
- Annual Revenues: 3 Billion €
- 42,000 Professionals
- International Growth of 45%
- In-house solutions and technology
- Differential business model based on Innovation
- 202 Alliances with partners around the world
- 22 Software Labs
- Agreements with 200+ universities and research centers
- IATA Strategic Partner
- Over 2,500 Professionals working for the Air Transport Industry
- Over 100 Million Passengers per year processed with Indra's Revenue Accounting Solutions
- More than 25 clients around the world using Indra's Airline Offering
- Full Airline Systems and Business Processes map coverage
- Airline Offering: Strategy and Operation Optimization, CRM, Loyalty Programs, Revenue Accounting, Application Management, Outsourcing, Technology Integration, Business Analytics and E-business
- Client Portfolio includes Legacy Carriers, Low Cost, Hybrid and Regional airlines as well as members of the three global alliances: oneworld, Star Alliance, SkyTeam
- Airline BPO Centers in Madrid, Buenos Aires and Manila
- Experience in integration with main GDS and inventory & reservation solutions (ticketless systems included)
- Customization on demand and flexible implementation model for all products and services
- More than 20 years experience redesigning and optimizing airlines Business Processes

Some Indra Airline Clients



If you need further details, do not hesitate to contact us at www.indracompany.com/airlines or email ndc@indra.es

EUROPE
Avenida Bruselas, 35
28108 Alcobendas,
Madrid
Spain

NORTH AMERICA
800 Brickell Ave Suite 1270
Miami 33131
Florida
United States

**SOUTH AND CENTRAL
AMERICA**
Cerrito 388 - Piso 7
C1010AAH
Buenos Aires
Argentina

ASIA - PACIFIC
Unit 21, 38-46 South Street
Rydalmere NSW 2116
Sydney
Australia

MIDDLE EAST
Hamdan bin Mohamed
Street- Abdulla Bin
Darwish Building, 9th floor
40245 Abu Dhabi
United Arab Emirates

AFRICA
Laxcon House 6th. floor
Luhya Lane
Off Limuru Road, Parklands
PO BOX 32443-00600
Nairobi
Kenya



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Indra reserves the right to
modify these specifications
without prior notice