

INFOSYS' INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA) NEW DISTRIBUTION CAPABILITY CONSULTING SERVICES



Airline passengers are a digital sub-species. A majority of business and leisure travellers use digital tools to compare airfares, plan their itinerary, and book their hotel accommodation and car rental. In the not so distant future, a vast majority of digital natives may tweet the airline to check in, pay for excess baggage, and customize their meal preferences before leaving for the airport.

A seamless travel experience

Airline companies can now offer a more personalized travel experience by adopting the New Distribution Capability (NDC) standard of the International Air Transport Association (IATA). NDC, an XML-based data transmission standard, standardizes communication among diverse constituents in the travel ecosystem. The outcome: a transparent and streamlined distribution system that delivers a superior passenger experience.

The biggest beneficiary of NDC is the airline enterprise. This open data standard helps airlines gain more visibility across touchpoints to better engage customers before, during, and after the journey. Airlines can cultivate loyalty by customizing an end-to-end travel experience with a nuanced understanding of the passenger's unique preferences.

Significantly, NDC opens revenue streams of value-added services and introduces new business models by enabling collaboration with travel partners. This data standard allows airlines to

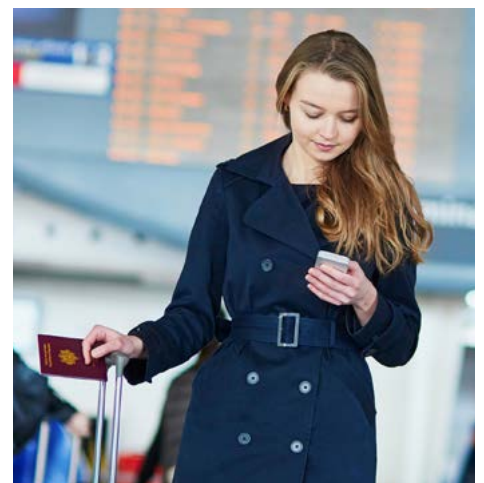
distribute rich multimedia content for consistent branding across diverse channels. A standardized data format also enables brand differentiation and accelerates turnaround times for offers and promotions.

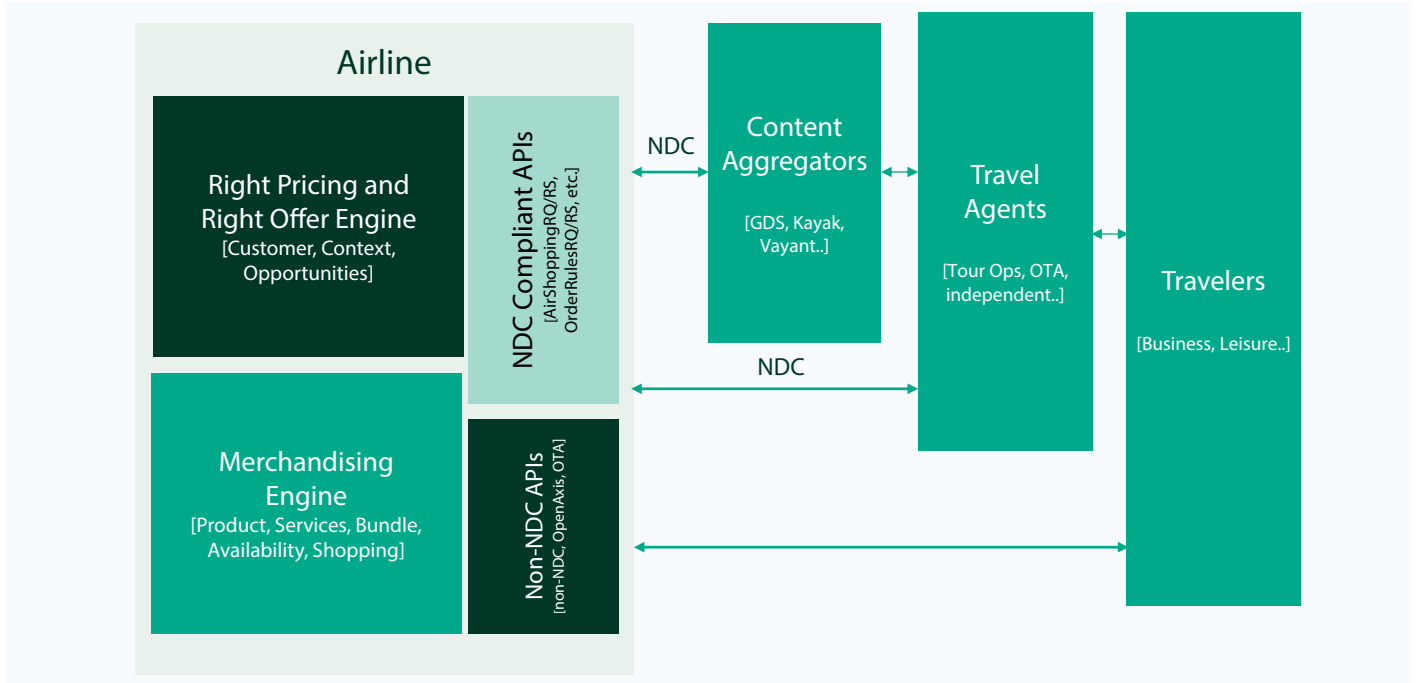
NDC offering from Infosys

Infosys leverages rich experience in travel and hospitality, business consulting, and system integration and technology implementation. Our Airlines practice offers NDC Service Design to ensure compliance of third-party travel management interfaces with NDC for smooth aggregation of airline products and services across distribution platforms.

Infosys performs business process definition through connection mapping between various channels such as global distribution systems, online travel agencies, and travel management companies. Our experienced team of consultants undertakes NDC compliance validation to ensure that interfaces and API plug-ins are developed based on NDC standards across retail channels.

Infosys blends NDC implementation experience, digital capabilities, customer relationship management (CRM) expertise, and retail business consulting to ensure that passenger service systems and third-party interfaces adhere to standardized schema of NDC. Our NDC services facilitate accurate personalization, better distribution of products, and higher profitability from ancillary revenue.





Infosys' NDC Architecture^[1]



Why Infosys

Infosys partners with niche solution providers in the air travel industry.

Infosys developed an NDC-compliant product for a leading travel technology company. Our airlines practice partners with several travel software companies to ensure NDC-compliance of their proprietary products, and supported airline and third-party providers in NDC systems implementation across CRM, data warehouse, and passenger service systems.

[1] IATA. "Together, Let's Build Airline Retailing." IATA, Oct. 2017.

For more information, contact askus@infosys.com



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