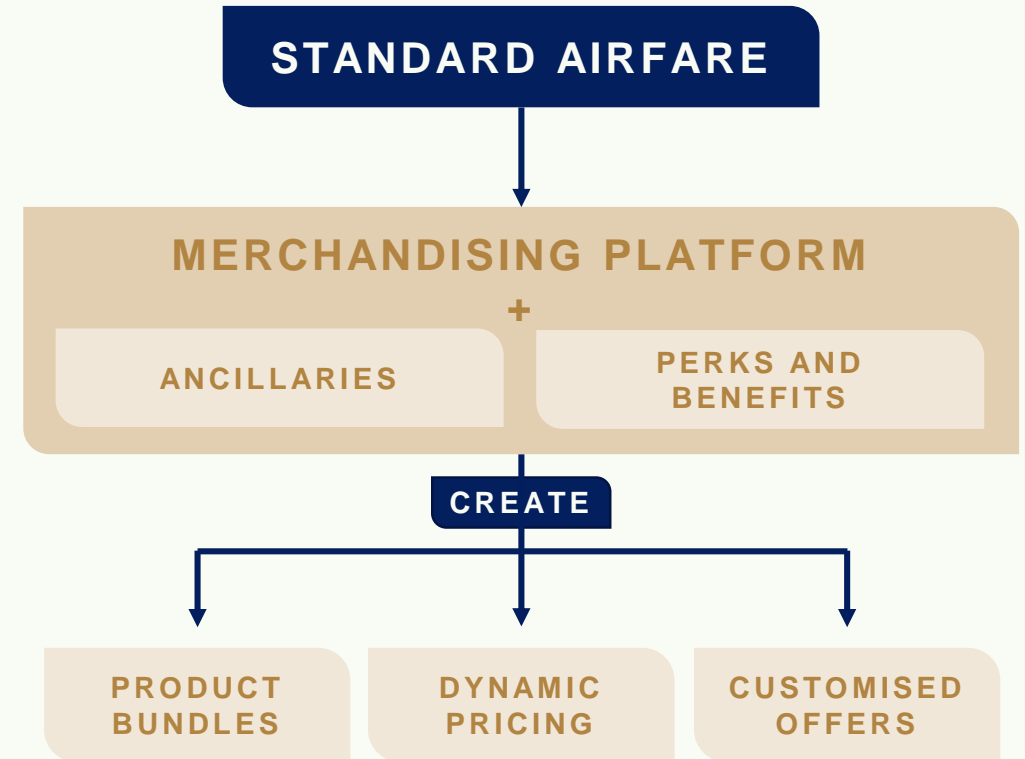## What is KrisConnect?

- KrisConnect is Singapore Airlines' platform for distributing seats, airfares, ancillary products, self-service and personalization capabilities to external parties.

- KrisConnect rides on the New Distribution Capability (NDC) initiative, launched by the International Air Transport Association (IATA), to develop and embed a modern data transmission standard across the travel industry distribution chain.

- The NDC standard is XML-based, open and available for use by any agent, intermediary or IT provider.

- NDC is being adopted by a broad coalition of the world's largest airlines, global distribution system providers, major travel management companies and other players.

- KrisConnect and NDC enable the transmission of richer, more complete content, and better enables consumers of content to configure it in a way that suits them. More specifically, it will enable:
  - exclusive airfares
  - new bundled products
  - ability to sell and be remunerated on ancillary products
  - bespoke offers at the agent or even individual traveler level

SINGAPORE
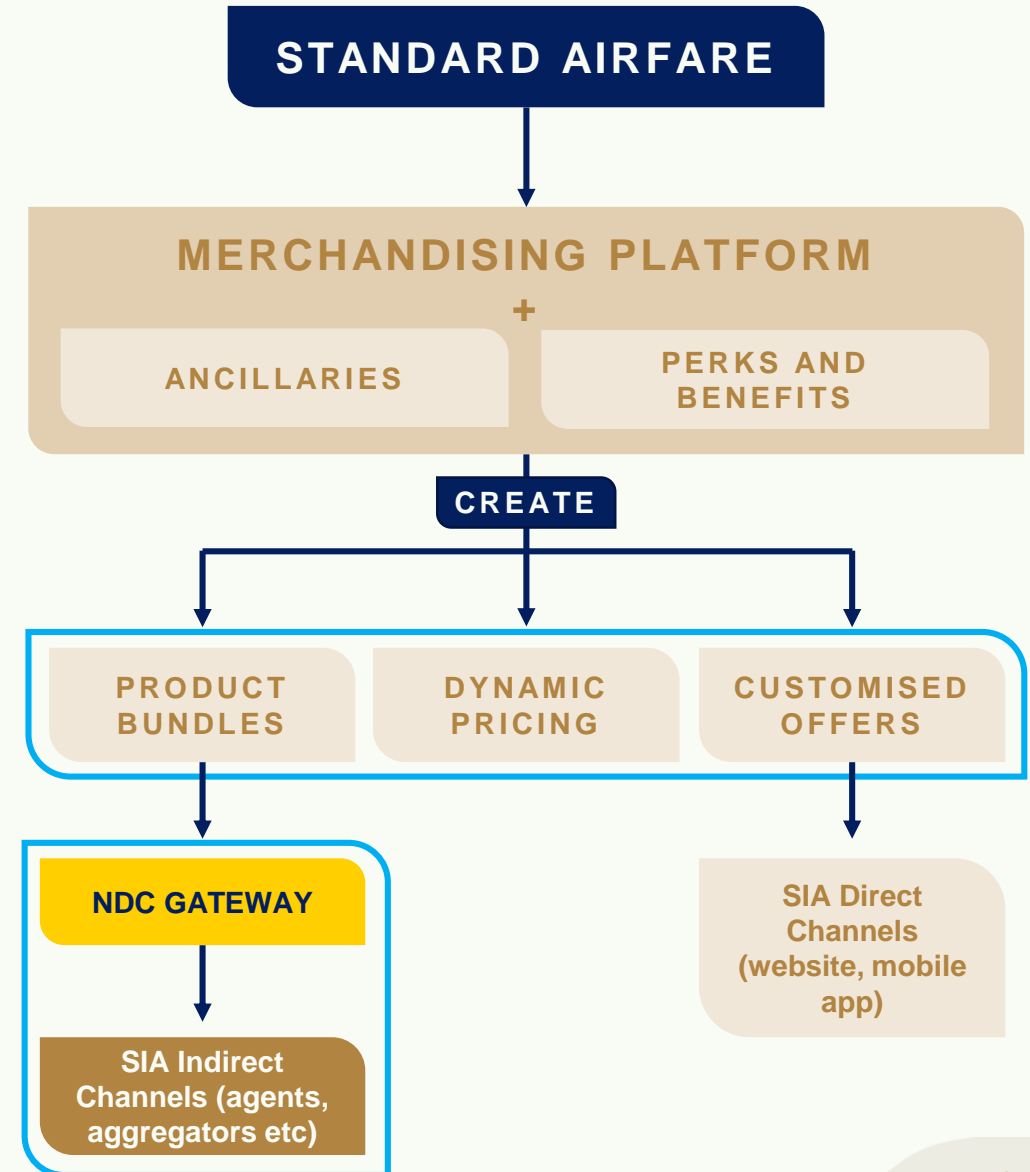AIRLINES

SIA Merchandising Platform
Overview

- In line with our merchandising and personalisation objective, SQ has procured a merchandising platform to better tailor our product offerings to the customers.

- The Merchandising platform allows SIA to create customised offerings (fares, ancillaries), bundles that are tailored based on customers' needs and preferences.

- Offers can be launched in real-time.

STANDARD AIRFARE

MERCHANDISING PLATFORM
+

| ANCILLARIES | PERKS AND BENEFITS |

CREATE

PRODUCT BUNDLES

DYNAMIC PRICING

CUSTOMISED OFFERS

SINGAPORE AIRLINES

SIA Merchandising Platform

Overview

- These customised offers are already available to SIA Direct Channels such as the SIA website and mobile app.

- To distribute the content to SIA's partners in the indirect channel, a NDC gateway has been developed to facilitate connections with the trade.

STANDARD AIRFARE

MERCHANDISING PLATFORM
+

ANCILLARIES

PERKS AND BENEFITS

CREATE

PRODUCT BUNDLES

DYNAMIC PRICING

CUSTOMISED OFFERS

NDC GATEWAY

SIA Indirect Channels (agents, aggregators etc)

SIA Direct Channels (website, mobile app)

SINGAPORE AIRLINES

**KRISCONNECT
VALUE PROPOSITION**

4 Main Pillars

Price: Access NDC-exclusive preferential fares and deals.

Fare Bundles: Offer customised and richer bundles to better address the needs of your customers.
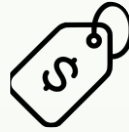
Ancillaries: Offer and sell a complete shopping experience with NDC-enabled ancillaries.

Incentives: Enjoy incentives for sale of ancillaries and unlock preferential incentive scheme upon reaching agreed NDC target

SINGAPORE AIRLINES

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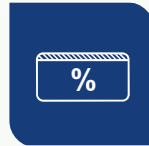
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PRICE

Access to NDC-exclusive fares & sales
- Preferential fares in NDC vs EDIFACT
- Dynamic adjustments which enhance fare attractiveness
    I. Intermediate price points based on seat availability
    II. Dynamic advance purchase fares
    III. Tactical fares for weaker day of operations
- Regular airfare promotions & flash sales
- Higher discounted corporate fares for select accounts

Available from Market Launch

Agent exclusive offers
- Access tailored and special deals
- Dependent on partner readiness

SINGAPORE AIRLINES

ANCILLARIES & FARE BUNDLES

Seat selection
- Select and sell preferred seats
- Standard, Forward and Extra Legroom

Available

Excess baggage
- Sell prepaid excess baggage

Available

Customized fare bundles
- Tailored for different traffic segments (e.g. corporates, students, VFR, MICE)

In the pipeline

SINGAPORE AIRLINES

ANCILLARY INCENTIVES

Earn Incentive on Ancillaries

- Payout starting from first $ of ancillary revenue
- Payout as a percentage of ancillary revenue

Note: Ancillaries can only be purchased via KrisConnect/NDC

SINGAPORE AIRLINES

WAYS TO CONNECT

4 WAYS TO CONNECT

Method of Connection	Control over Integration	Effort Required by Partner	Cost of Integration	Usage Costs	Content
Direct Connect	Good control over when and what to integrate	Requires Content Aggregation, UI Capabilities, etc	IT investment and resources required	Nil usage cost	
Agent 360	Nil integration effort required	Nil integration effort required.	Nil integration cost	Nil usage cost	**Exclusive NDC Content**
Connect via SIA NDC Tech Partner	Dependent on Partner integration roadmap	Dependent on Partner	Dependent on Tech Partner	Dependent on Tech Partner	
Connect via GDS Service Provider			Nil integration cost	Nil usage cost	

PROCESS FOR DIRECT CONNECTION

Process for Direct Connection

Access to generic sandbox environment

1) Submit NDA + Implementation Questionnaire to krisconnect@singaporeair.com.sg

2) Once the NDA is completed and reviewed, a SIA representative will be in touch to grant you access to a generic sandbox environment.

3) Begin integration in generic sandbox environment **(optional)**

Access to partner-specific sandbox environment

1) SIA will prioritise set-up of partner specific sandbox environment based on commercial discussions[2]

2) Once the partner-specific sandbox environment has been set-up, partner to begin/complete integration

3) Dedicated support will be provided during this integration

Access to SIA's live/production environment

1) Demonstrate evidence of successful integration; SIA to conduct UAT

2) Partner to sign necessary contracts

3) Live environment details to be provided

[1] UAT has to be done in partner-specific environment.

[2] Factors taken into consideration include projected NDC volumes, alignment in commercial model between SIA and partner, proven capability to integrate with NDC, etc

Direct Connect

- Any agent is free to adopt a direct connection method with us especially if you transact significant volumes on SIA.

- SIA KrisConnect Passenger Sales Agreement needs to be signed with our local team.

- Process to get connected may take 3-5 months for integration.

- Agents who connect before market launch date will gain access to NDC exclusive campaign fares.

Connection through GDS

AMADEUS

Prior to the 1st of a new month
- Discussions and formalization of agreement between SIA and partner. Only partners that have signed the agreement will proceed to the next stage.

Every 1st of the month
- SIA will update list of signed partners in Amadeus' database. Amadeus to trigger subscriber agreement process with the agents.

Every month end
- Amadeus to update SIA on list of partners that have completed the subscriber agreement. SIA will take over to complete setup and configuration.

1st of the next month
- Partner to be activated with new content.

Connection through GDS

Prior to the 1st of a new month
- Discussion and finalization of agreement between SIA and partner. Only partners that have signed the agreement will proceed on to the next stage

Every 1st of the month
- SIA will inform Sabre of the list of agencies that have onboarded the programme

Throughout the month
- Sabre Account Managers to approach agency for training, activation and testing

When ready
- Sabre to update SIA with list of agents that have gone through the necessary training and testing

Within a week after Sabre's notice
- SIA to complete setup and configuration and partner to go live.

Connection through GDS

Prior to the 1st of a new month
- Discussions and formalization of agreement between SIA and partner. Only partners that have signed the agreement will proceed to the next stage.

Every 1st of the month
- SIA to inform Travelport of the list of agencies that have onboarded the program. Agency partners are required to enter into related terms and conditions with Travelport to secure access to SQ NDC content by 15th of the month.

Every month end
- SIA to complete set up and configuration process for signed partners, who have entered the related terms and conditions with Travelport.

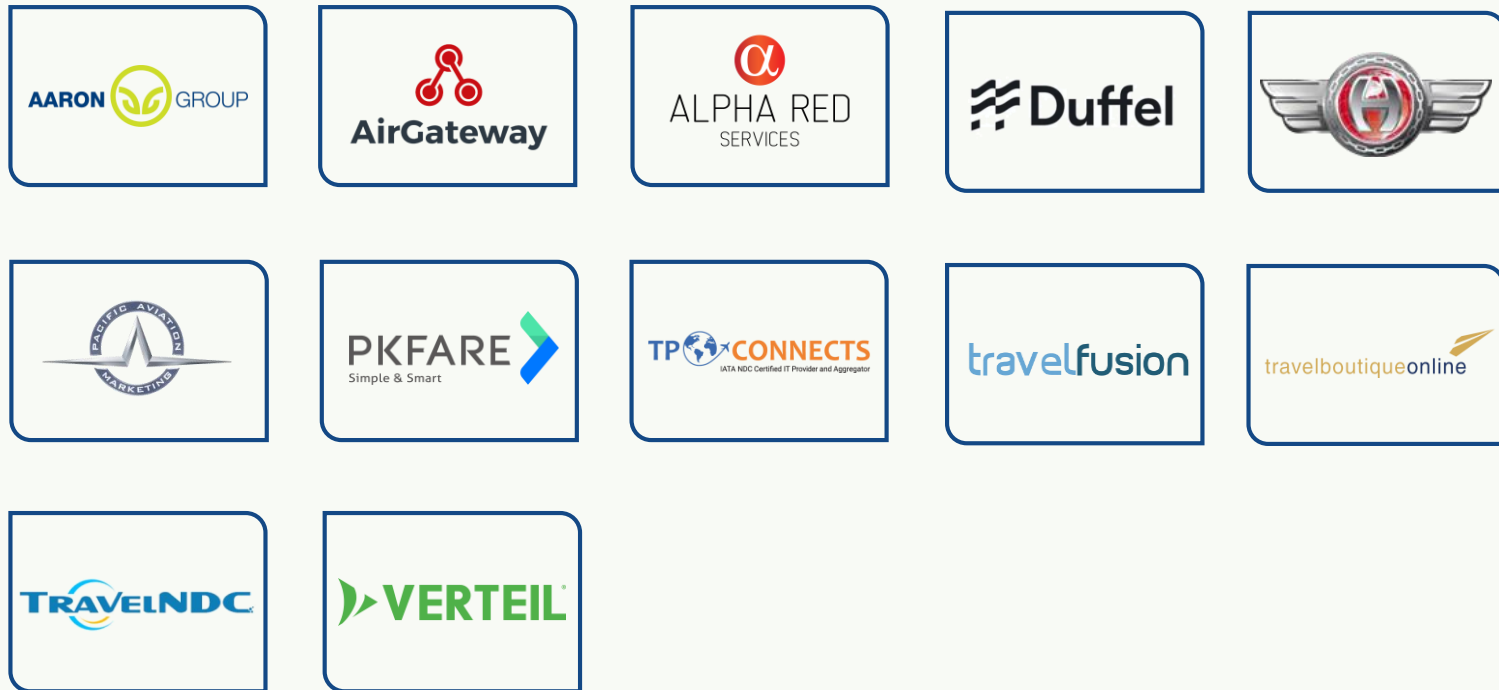**1st of the next month**
- Partner to be activated with new content.

CONNECTION THROUGH AGGREGATORS

Connection through Aggregators

AARON GROUP

AirGateway

ALPHA RED SERVICES

Duffel

PACIFIC AVIATION MARKETING

PKFARE
Simple & Smart

TP CONNECTS
IATA NDC Certified IT Provider and Aggregator

travelfusion

travelboutiqueonline

TRAVELNDC

VERTEIL

Connection through Aggregators

Submit Application Form to KrisConnect Mailbox
- Review and finalize chosen technology partner
- Inform local SQ account manager
- Submit "NDC via Tech Partner" form to KrisConnect@singaporeair.com.sg

Get Approval from local SQ station
- Seller to contact tech partner of choice to begin contractual negotiations
- Submit IATA/TIDS number of agent to ECD to begin generic environment testing in aggregator environment

Demonstrate evidence of successful integration
- Demonstrate evidence of making successful bookings via aggregator platforms (business rehearsal)
- SIA NDC PSA to be signed
- SQ local station to give approval for sale in local market

Start selling in Production Environment
- Gain access to SIA's NDC content!

GDS / Aggregator

- Different partners have different integration timeline with SIA. At point of launch, all GDS and Aggregators mentioned will be able to support prime booking flow.

- For agents connected to aggregators who are unable to perform servicing flow (at launch), NDC bookings requiring assistance will be handled by our local sales office / contact centre.

- Agents are recommended to kick start discussions with your preferred technology partner on commercials, before informing your SIA account manager of your choice of partner.

- Agents who onboard via aggregators before official market launch date will have early access to SIA NDC exclusive fare products.

SUMMARY

Price: Access NDC-exclusive preferential fares and deals.

Fare Bundles: Offer customized and richer bundles to better address the needs of your customers.

Ancillaries: Offer and sell a complete shopping experience with NDC-enabled ancillaries.

Incentives: Enjoy incentives for sale of ancillaries and unlock preferential incentive scheme upon reaching set NDC target

NEXT STEPS

What next?

Unclear of next steps?

- Do contact your local SIA account manager for more information on how to get connected with SIA to access our NDC content.

- For agents who do not have a local SIA account manager / non-appointed agents, you may contact us at krisconnect@singaporeair.com.sg for more information.