Transforming Distribution for Partners to Enhance Customers Experience
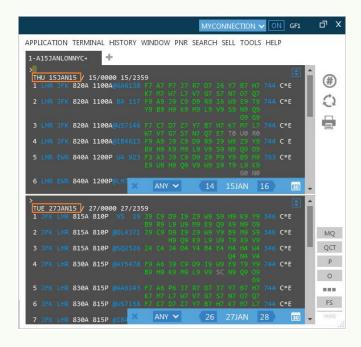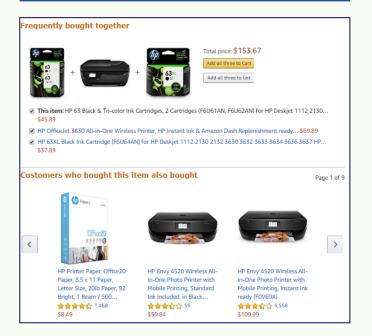
New Distribution Capability

- Launched by IATA to address the industry's current distribution limitations: product differentiation and time to market, access to full and rich air content, and a transparent shopping experience

- Improves airline end to end distribution process and enhances the customer's experience

Airline: Typical Customer Experience

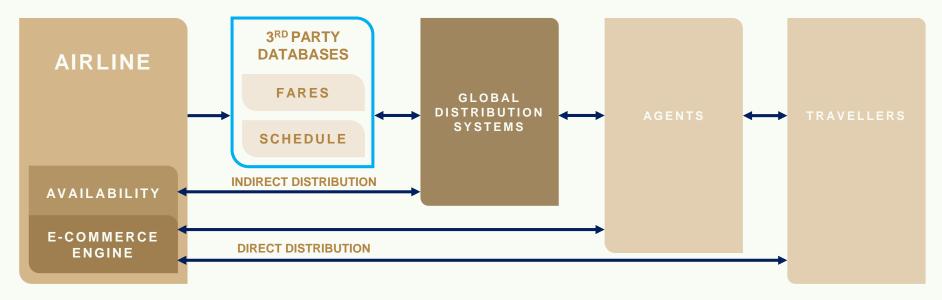**Other industries: Typical Customer Experience**

Industry Landscape before NDC

Summary of painpoints in Indirect Distribution via GDS today

- Takes longer/not possible to roll out products/services (eg. Seat Selection) already available on direct channels

- Limited to Fares/Content available in 3rd Party Databases (eg. Can't access personalised fares, products not filed in 3rd Party Databases)

BEFORE

AIRLINE

3RD PARTY DATABASES

FARES

SCHEDULE

GLOBAL DISTRIBUTION SYSTEMS

AGENTS

TRAVELLERS

AVAILABILITY

E-COMMERCE ENGINE

INDIRECT DISTRIBUTION

DIRECT DISTRIBUTION

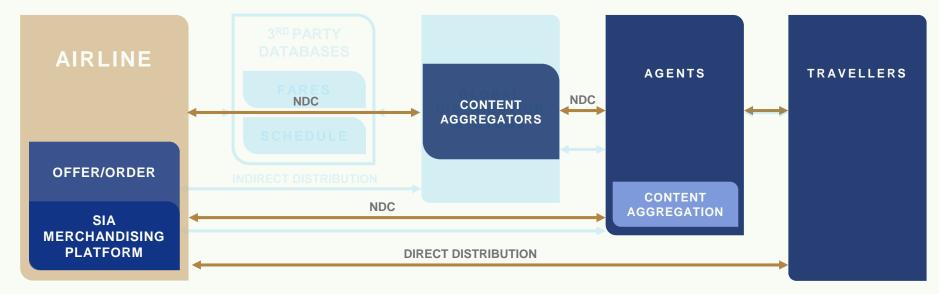Traditional Flight Distribution

SINGAPORE AIRLINES

Industry Landscape after NDC

Summary of benefits of
Direct Distribution via NDC/APIs

- Quicker rollout of products/services available in Airline Systems

- Access to additional fares/content (NDC/API exclusive products created by MP)

- Agent can still connect via a Content Aggregator (eg. GDS, New NDC Aggregator) or to connect directly with Airline (Agent must have Content Aggregation/UI capabilities)

AFTER

AIRLINE

3RD PARTY DATABASES

FARES

SCHEDULE

NDC

OFFER/ORDER

INDIRECT DISTRIBUTION

SIA MERCHANDISING PLATFORM

NDC

CONTENT AGGREGATORS

NDC

AGENTS

CONTENT AGGREGATION

TRAVELLERS

DIRECT DISTRIBUTION

BEFORE

Air Retailing in NDC
Figure from IATA Readiness Guide

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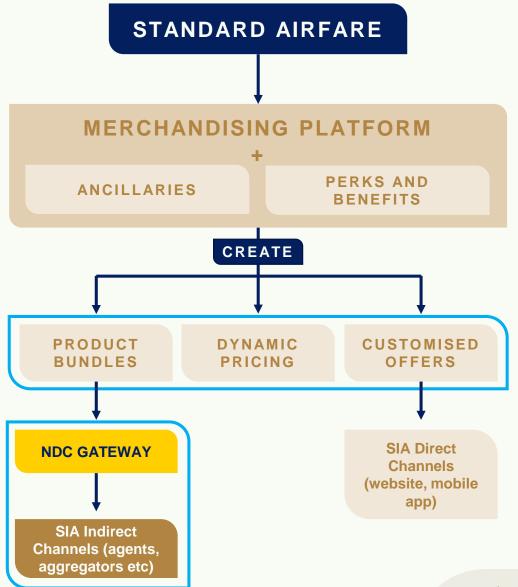
SIA Merchandising Platform
Overview

- 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 Direct Channels (website, mobile app)

SIA Indirect Channels (agents, aggregators etc)

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OVERVIEW OF SIA NDC TECH AND CAPABILITES

SIA NDC Technology and Capabilities

Amadeus Altéa NDC is powering our NDC solution.

Current supported version: 18.1

Singapore Airlines is IATA Level 4 certified since Oct 2019

Member of IATA Leaderboard since 2018

Altéa NDC supports an end-to-end shopping / ordering flow and servicing through NDC messaging.

NDC Features

AVAILABLE NOW

- Flight Bookings

- Seat Selection (sale of chargeable seats) with Krisflyer validation

- Sale of Ancillaries (e.g. Excess Baggage)

- Packs of Services

- Airfare Discounts

- Airfare Promo Codes

- Ancillary Discounts

- Servicing (Refund, Change Bookings)

- Split an order

- OfferPrice from flight details with upsell

- Enhanced fare conditions

- Rich media via File Retrieve

- Enhanced Shopping (Open Jaw, Multi-City itineraries)

- Calendar search

- Agent notifications for involuntary changes (OrderChangeNotif)

- Personalisation by IATA agency code

- BSP settlement

ON THE WAY

- Large shopping volume handling

- Personalisation by Corporate ID

- Enhanced deferred payment flow for markets with CC fees

- Ancillary Promo Codes

- ARC settlement

- IFG connectivity

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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

Some features / benefits may be market dependent

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PRICE

Access to NDC-exclusive fares & sales

- Preferential fares in NDC vs EDIFACT
- Exclusive year-round lead-in RBD fare *(market dependent)*
- 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 agent readiness

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ANCILLARIES & FARE BUNDLES

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

Available

Excess baggage
- Sell prepaid excess baggage

Available

Customised fare bundles
- Tailored for different traffic segments (e.g. corporates, students, VFR, MICE)
- E.g. option of No-Bag fare for corporates

Available from market launch

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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

NDC INCENTIVE

Earn Bonuses for Achieving High NDC Usage

- Tiered structure
- Higher ancillary incentive payout with higher NDC revenue penetration rate

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RECAP

Price: Access NDC-exclusive preferential fares and deals.

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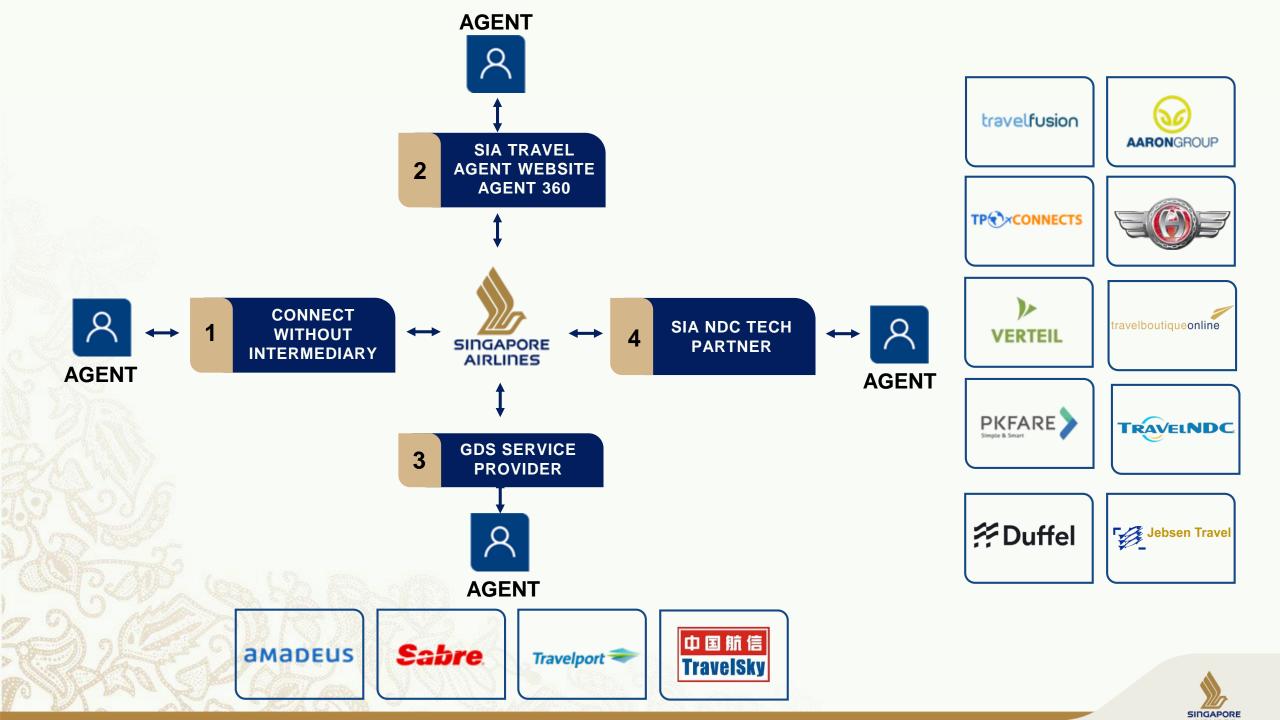
Ancillaries: Offer and sell a complete shopping experience with NDC-enabled ancillaries.

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

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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	
Connect via SIA NDC Tech Partner	Dependent on Partner integration roadmap	Dependent on Partner	Dependent on Tech Partner	Dependent on Tech Partner	**Exclusive NDC Content**
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
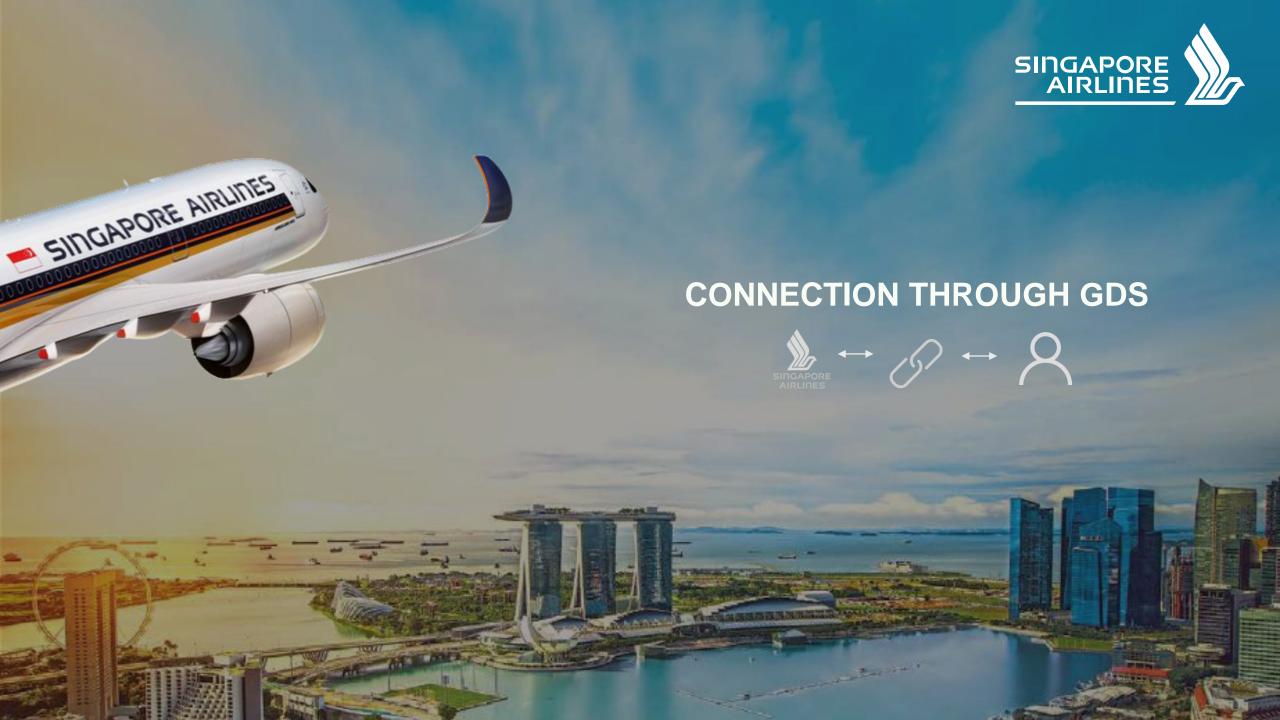
Direct Connect

- 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

AGENT 360 (at launch)

- Both IATA and TIDS agents can register for access to A360, though booking portal only available to IATA agents at launch.

- BSP Cash FOP accepted only with BSP CC FOP in the pipeline.

- Travel agents can only service NDC bookings which are made directly on the AGENT 360 Booking Portal.

- Servicing of EDIFACT & other NDC channel bookings is in the pipeline.

CONNECTION THROUGH GDS

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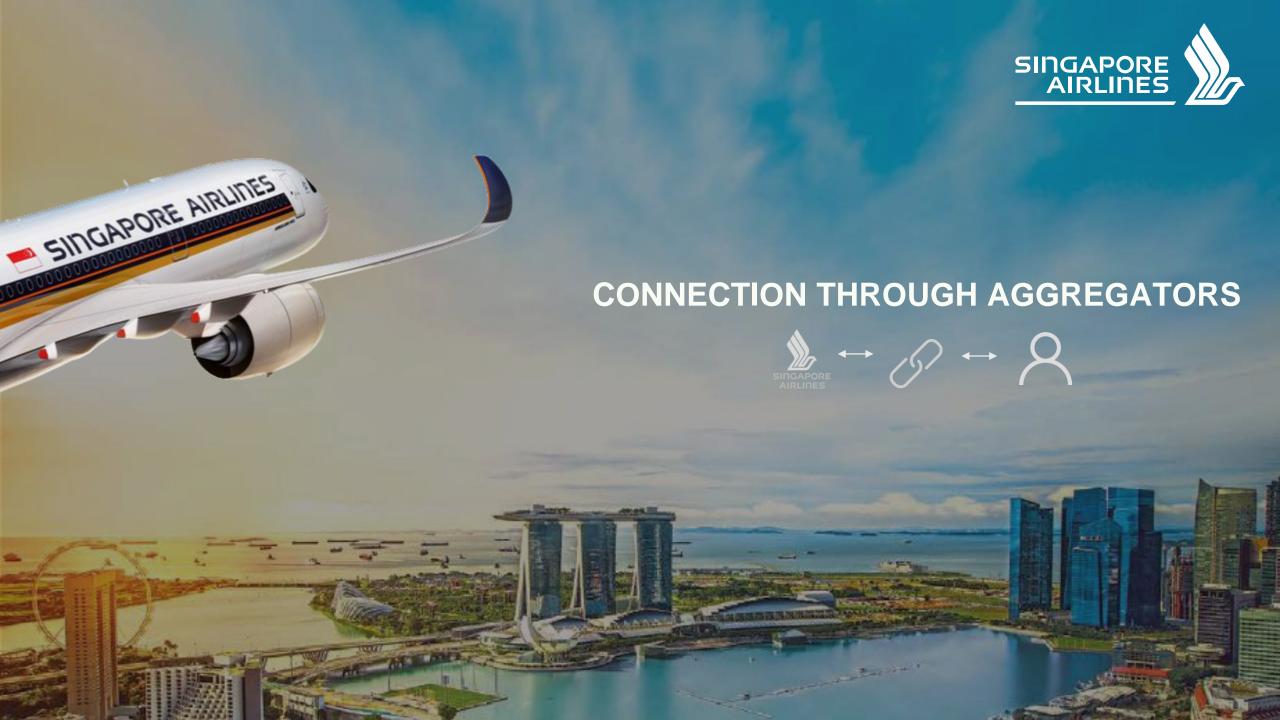
Every 1st of the month
- SIA to inform Travelport of the list of agencies that have onboarded the program. Agency partners are required to enter into related terms and conditions with Travelport to secure access to SQ NDC content by 15th of the month.

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

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travelfusion

AARONGROUP

PKFARE
Simple & Smart

VERTEIL

Duffel

TP CONNECTS

TRAVELNDC

travelboutiqueonline

Jebsen Travel

*coming soon

Connection through Aggregators

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

Get Approval from local SQ station
- SQ local station rep will contact you within two weeks of form submission for further discussion
- If/when SQ local station gives the approval, seller needs to sign SIA's NDC agreement

Demonstrate evidence of successful integration
- Demonstrate evidence of making successful bookings via your platforms
- 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 contact centre / local sales office.

- 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

Aggregators

- Aggregators capability CAA 1 Jun 2020

Agency workflows	AaronGroup	Duffel	HitchHiker	PKFare	TBO	TPConnects	Travelfusion	TravelNDC	Verteil
Book NDC Exclusive Fares	✓	✓	✓	✓	✓	✓	✓	✓	✓
Book Corporate Fares			In progress	✓		In progress	✓	✓	✓
Book Ancillaries	✓		✓		In progress	✓	✓	✓	✓
Refund/Void	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reissue/Revalidate		In progress	✓	In progress	In progress	✓	✓	✓	✓
Settle through BSP	In progress	✓	✓	In progress	✓	✓	In progress	✓	✓
Settle through Direct Credit Card	✓	✓	✓	✓	✓	✓	✓	✓	✓
Support Air Discounts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Support Ancillary Discounts	✓		✓		In progress	✓	✓	✓	✓
Support Promocodes						In progress		In progress	

GDS/A360

- GDS/A360 capability CAA 1 Jun 2020
- The availability of KrisConnect content in your agency's GDS console is subject to your GDS' deployment schedule.

Agency workflows	aMaDEUS	Travelport	Sabre	中国航信 TravelSky	AGENT 360
Book NDC Exclusive Fares	✓	✓	✓	✓	✓
Book Corporate Fares	In progress	In progress	In progress		✓
Book Ancillaries	In progress	In progress		✓	✓
Refund/Void	✓	✓	In progress	✓	✓
Reissue/Revalidate	In progress	In progress		✓	✓
Settle through BSP	✓	✓	In progress	✓	✓
Settle through Direct Credit Card	N/A	✓	✓		In progress
Support Air Discounts	✓	✓	✓	✓	✓
Support Ancillary Discounts	In progress	In progress		✓	✓
Support Promocodes	In progress	In progress			In progress

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THANK YOU