

KrisConnect NDC Updates

Jul '21

What is KrisConnect

- The SIA KrisConnect Programme is an initiative to make information and functionalities on SIA's digital platforms more readily available to partners.
- Leverages Application Program Interface (API) technology, including the industry developed New Distribution Capability (NDC) standards, to enable a seamless distribution of content and information from SIA to its trade partners.
- Participating trade partners benefit from an improved speed-to-market and access to the widest and most updated range of content and information.

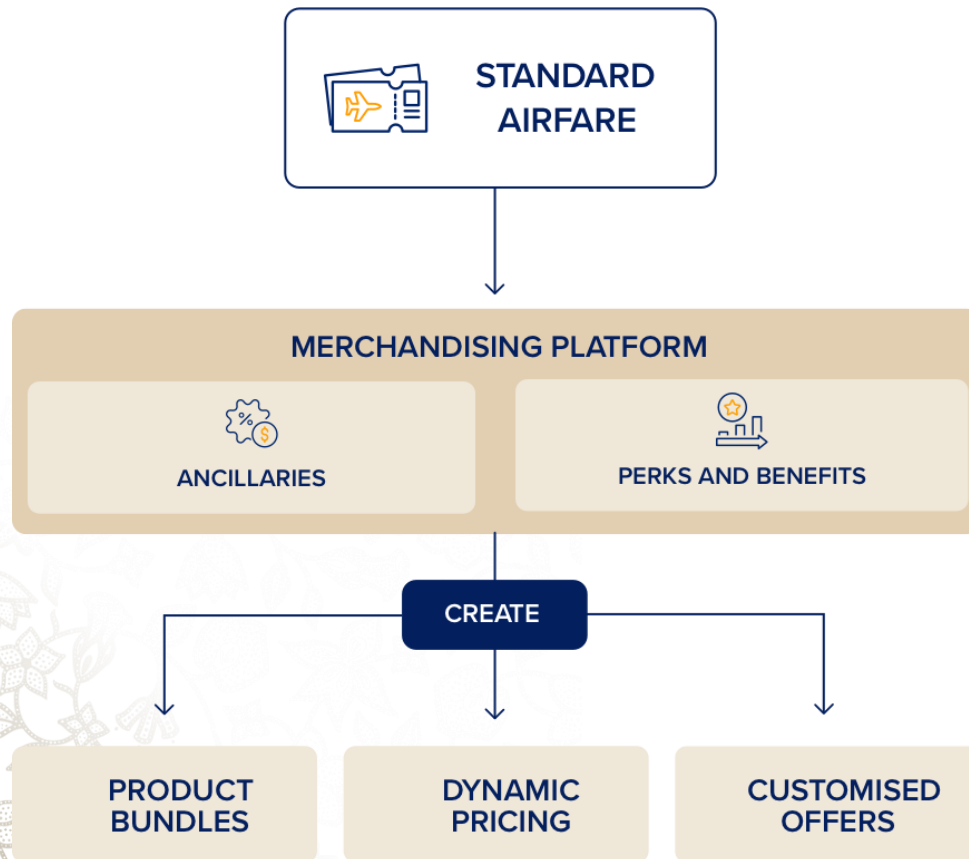
Is KrisConnect and NDC the same?

KrisConnect is the name of SIA's programme whereas NDC refers to the standard in which travel is being retailed to customers. While they may sometimes be used interchangeably, they are fundamentally different.



We may use the term 'KrisConnect Agreement' or Passenger Sales Agency Agreement (PSAA) however these are the same. This agreement is hosted on the AGENT 360 portal. All agency partners who wish to book and ticket KrisConnect content will need to accept these terms.

SIA Merchandising Platform



- SIA's merchandising platform allows us to create customised offerings (fares, ancillaries) and bundles that are tailored to customers' needs and preferences.
- Real time offers previously only available on SIA direct channels (website, mobile app) are now made available to our trade partners via the NDC gateway.

Benefits Of KrisConnect

 Price	 Fare Bundles	 Ancillaries	 Incentives
<p>Discounted fares Gain access to the lowest fares* when you book via an NDC channel.</p> <p>* Range of discounted fares vary by market</p>	<p>Customised fare and ancillary bundles Bundle an airfare and seat selection together for greater value.</p>	<p>Seat selection[#] Assist customers in selecting their preferred seat.</p> <p>[#] fees may apply</p>	<p>Be rewarded[^] with incentives for sale of flights and ancillaries via NDC channel.</p> <p>[^] incentives vary by market</p>
<p>Dynamic pricing More competitive and customised pricing via real-time offers, created exclusively for our partners and passengers.</p>	<p>Curated offers Can be tailored to your customer needs e.g. a private fare product for marine traffic.</p>	<p>Pre-purchase excess baggage Assist customers in pre-purchasing excess baggage to save on fees.</p>	<p>Avoid distribution fees Distribution fee may be imposed on tickets issued via traditional EDIFACT channels.</p>
<p>Higher corporate discounts Corporate clients may enjoy additional discounts, when accessing fares via their KrisConnect enabled agent.</p>			

KrisConnect Features & Capabilities

Offer	Order	Payment	Servicing	Others
Flight searches Round-trip, One-Way, Multicity, Open-Jaw, codeshare, interline, mixed cabin / fare family option	Ancillary selection Paid and complimentary seats, extra baggage, packs, IATA standard meal selection	BSP settlement Cash, Credit Card, UATP, IATA EasyPay	Flight modifications Date changes, cabin upgrades, rerouting, changes to complex itinerary bookings	Content management Enhanced fee information (change / cancel / no-show fees) Enhanced fare rule information (detailed fare conditions)
Passenger types Single and multi-pax (max 9), special PTCs (B15, OFW, SEA, STU, IIT)	Ticketing methods Instant ticketing & deferred payment	Direct credit card settlement AMEX, VISA, MasterCard, JCB*, Diners* <i>*selected markets</i>	Booking handling Refunds (partially flown and fully unflown PNRs) Auto refund of RSVR amount Voids, split PNR	
Fare products Public, private fares, corporate fares*, tour operator fares*, seaman fares, student fares* <i>*using retrieval code</i>	NDC Merchandising Exclusives Ancillary discounts (including KrisFlyer discounts)	Payment security 3DS authentication for credit card payments	Involuntary change handling Dynamic Waiver, Order Change Notifications through API, Auto-acceptance of new segments	
NDC Merchandising Exclusives Airfare discounts (including KrisFlyer discounts) Airfare promo codes				

**accurate as of 31 May 2021*

Upcoming KrisConnect Features

Offer	Order	Payment	Servicing	Others
	NDC Merchandising Exclusives Ancillary promocodes	Settlement methods ARC settlement	Flight modifications Segment changes on unticketed bookings Segment changes on a ticketed booking without requiring document exchanges	Content management Display of cabin baggage allowance
	Service selection Addition of special services such as WCHR	Payment security 3DS2 support	Booking handling OBT-TMC delegation flow	
		Sales reporting Sales closure by local time zone	Servicing of Ancillaries Allow refund / exchange of ancillaries	
			Waiver Codes To modify / remove penalty fees	

NDC Wishlist

The following are highly requested features by the industry, and we are working together with IATA and our technology provider Amadeus to scope the solution:

- ✓ Name changes / corrections
- ✓ Contact details / FFP details update
- ✓ Waitlisting

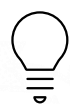
Onboarding with KrisConnect



Direct Connect

Ideal for partners who wish to customise their user experience and gain access to the latest KrisConnect features. These partners will need to have development expertise with XML API's. Aggregator partners will be connecting with SIA via this method.

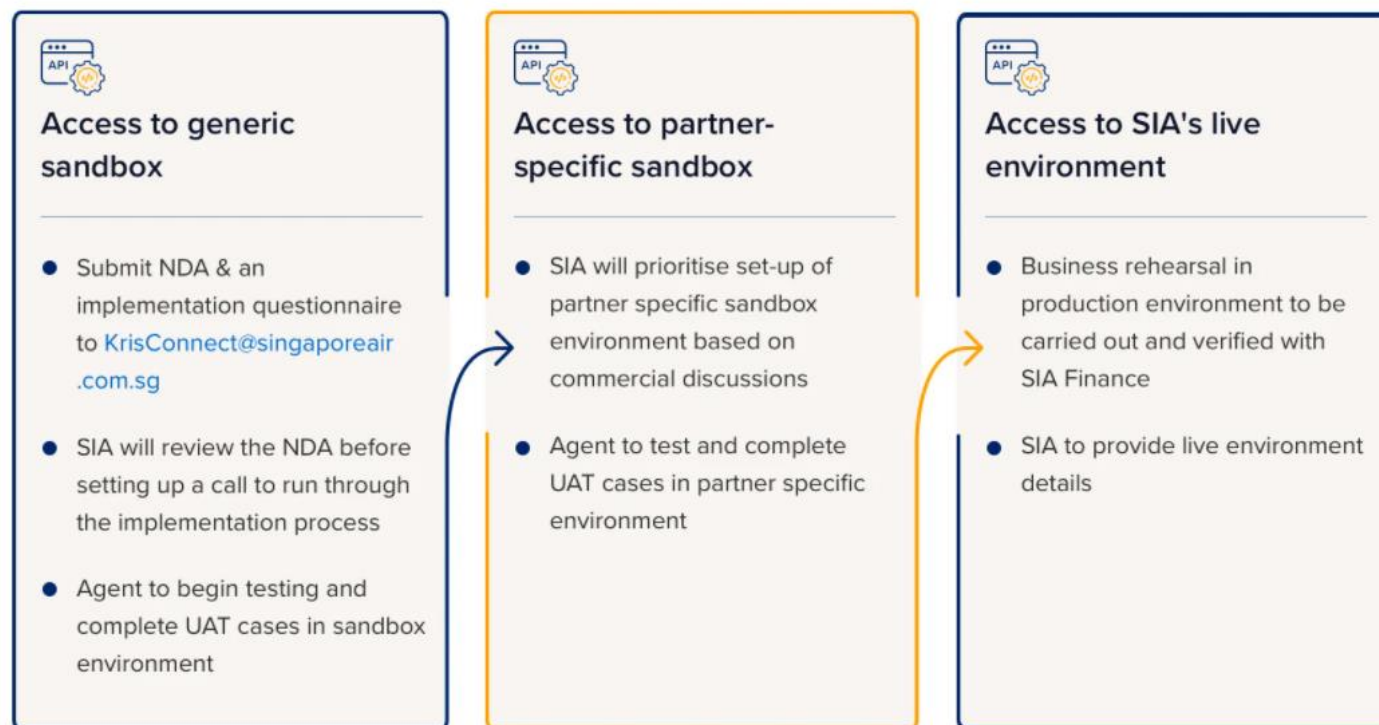
Estimated time to implement: 3 months



Download Non-Disclosure Agreement (NDA) and form here:

<https://developer.singaporeair.com/apis/ndc>

Process to Get Started



AGENT 360

Ideal for any agency partner looking to connect to SIA NDC programme.

AGENT 360 is a centralized content hub and digital servicing platform that allows SIA-appointed agents (IATA and TIDS agents) to book, ticket and service NDC bookings. For NDC bookings made on other channels, agents can also retrieve and service them on AGENT 360.

Estimated time to implement: 1 week

Process to Get Started



Register here:

https://agent360.singaporeair.com/en_UK/sg/accountRegistration

GDS Service Provider

Singapore Airlines also distributes NDC content via your existing GDS service providers. We suggest you speak with your GDS account managers to find out about their capabilities to provide you with the latest KrisConnect features and content. These features may vary between GDSes.

Estimated time to implement: 1 month

Process to Get Started



GDS Market Rollout Plan

KrisConnect content implemented from															
1-Apr-20	1-Jul-20	4-Aug-20	3-Nov-20	1-Dec-20	5-Jan-21	2-Feb-21	2-Mar-21	4-May-21	1-Jun-21						
Singapore	Thailand	India	Russia	Japan	Taiwan	China	Myanmar	Brunei	US						
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<div></div>	Philippines	Turkey	Germany	Vietnam	Hong Kong	Bangladesh	<div></div>	NDC content is currently available in Brunei and US markets via AGENT 360 platform, for agents using direct credit card settlement with SIA							
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	Australia	UK	Switzerland	Cambodia	Malaysia	Sri Lanka									
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	New Zealand		Nordics	Indonesia	Korea	Maldives									
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			Benelux	France		South Africa									
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*as of Jun '21

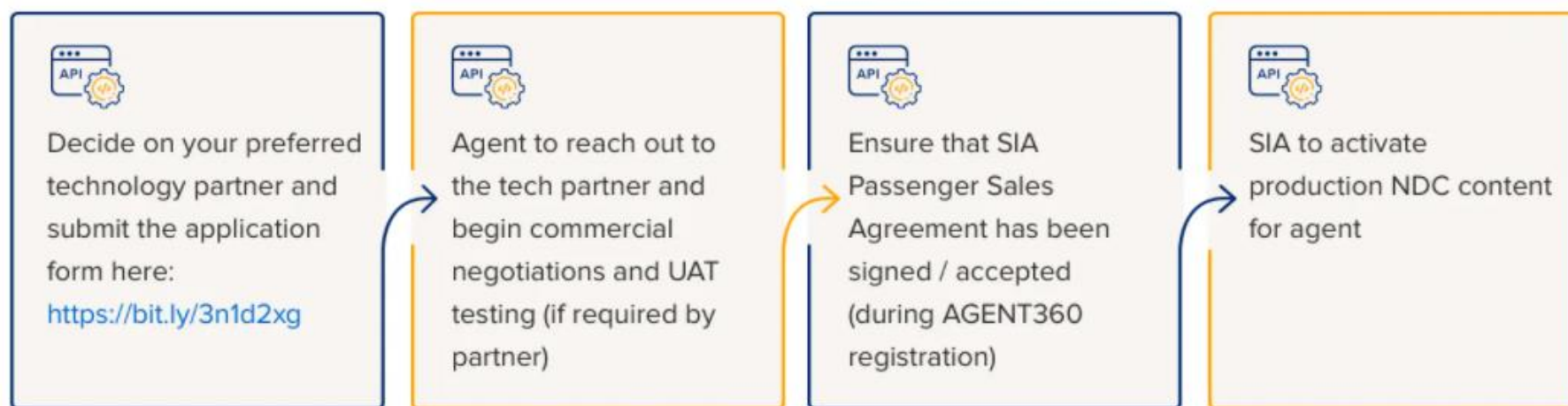
Amadeus
Sabre
Travelport
Travelsky
INFINI

SIA NDC Technology Partner

Work with one of SIA's trusted technology partners to help you enjoy the benefits of NDC. These partners can aggregate content from various sources and will be able to deliver SIA NDC offers for you to search, book, ticket and manage.

Estimated time to implement: 2 weeks

Process to Get Started



Register your interest here: <https://bit.ly/3n1d2xg>

Live SIA NDC Technology Partners



*as of 31 May 2021

NDC Technology Partner Capabilities

updated 30 Jun '21		KrisConnect NDC Feature														Agency Model	
SIA Technology Partner	Contacts	Book Corporate Fares	Reprice TST	Refund / Void	Reissue / Revalidate	Settle through BSP Credit Card	Settle through Direct Credit Card	3DS support ¹	Book Ancillaries	Support Ancillary Discounts	Support Airfare Promo Codes	Multipax in PNR	CHD + INF booking	Addition of KrisFlyer details	Split PNR	Subagent-Consolidator workflow	TMC* *OBT flow not yet supported
AGENT360	Respective SIA account managers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Amadeus	Respective GDS account managers	✓		✓	✓	✓	In progress	In progress	✓	✓	✓	✓	✓	✓		✓	✓
Sabre	Respective GDS account managers	✓		✓	✓	✓	Δ				✓			✓		✓	✓
Travelport	Respective GDS account managers	✓	✓	✓	✓	✓	Δ		Excess baggage only	In progress	In progress	✓	✓	✓	In progress	✓	✓
Infini	Respective GDS account managers	✓		✓	✓	✓	Δ		✓	✓	In progress	✓	✓				
Travelsky	Respective GDS account managers	✓		✓	✓	N/A	N/A		✓	✓	✓	✓	✓	✓	✓	✓	✓

*as of 30 Jun '21

Δ These partners do not yet support 3DS and will experience redirection errors or immediate failures for direct Credit Card (enrolled in 3DS) transactions

¹Agents connected via these partners which do not support 3DS will be liable to ADM in event of chargebacks

Settlement by BSP Cash is supported by all partners

For easier viewing in .pdf format, download the table [here](#)

NDC Technology Partner Capabilities

updated 30 Jun '21		KrisConnect NDC Feature														Agency Model	
SIA Technology Partner	Contacts	Book Corporate Fares	Reprice TST	Refund / Void	Reissue / Revalidate	Settle through BSP Credit Card	Settle through Direct Credit Card	3DS support ¹	Book Ancillaries	Support Ancillary Discounts	Support Airfare Promo Codes	Multipax in PNR	CHD + INF booking	Addition of KrisFlyer details	Split PNR	Subagent-Consolidator workflow	TMC* *OBT flow not yet supported
Aaron Group	Petr Duchek (duchek@aarongroup.net)	✓		✓	In progress	In progress	✓	✓	✓	✓	In progress	✓	✓	✓		✓	
Aeronology	Ahmed Fakhra (ahmed.fakhra@aeronology.travel)			✓	✓	✓			✓	✓		✓	✓			✓	✓
AirGateway	Jorge Diaz (jorgedf@airgateway.com)	In progress		✓	✓	✓			✓	✓	In progress	✓	✓			✓	✓
Airlines Technology by TWAI	TWAI Sales Team (sales@twai.com)	✓		✓	✓	✓			✓	✓	✓	✓	✓	✓		✓	✓
Alpha Reds	KC Cheah (kccheah@alphareds.com)	✓		✓	✓	✓			✓	✓	✓	✓	✓		✓	✓	✓
Duffel	Tim Rogers (tim@duffel.com)			✓	after Q2	✓	Δ		✓	✓		✓	✓			✓	
FlightRoutes24	Nancy Zhou (nancy.zhou@flightroutes24.com)			✓	✓	✓	Δ		✓	✓		✓	✓			✓	
HitchHiker	Jorg Goetz (jgoetz@hitchhiker.net)	✓	✓	✓	✓	✓	Δ		✓	✓	✓	✓	✓	✓	✓	✓	

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Iween	Ranga (prasad@iweensoft.com)	In progress	In progress	✓	✓	✓	✓	✓	✓	✓	In progress	✓	✓	In progress	In progress		
Opsigo	Wildan Rachman (wildan.rachman@opsigo.com)			✓	✓	N/A	N/A	N/A	✓	✓		✓	✓			✓	✓
Pacific Aviation Marketing	Kenny Leung (kennyleung@pam.com.hk)	In progress		✓	✓	In progress	Δ		Excess baggage only	✓		✓	CHD only			✓	
Shreyas Tech	Gopal (gopal@shreyastechsolutions.com)			✓	✓	✓			✓	✓		✓	✓				
TBO	Deepak Khanna (deepak@travelboutiqueonline.com)			✓	✓		Δ		✓	✓	✓	✓	✓			✓	
TPConnects	George Rajan (marketing@tpconnects.com)	✓	In progress	✓	✓	✓	Δ		✓	✓	In progress	✓	✓	✓	In progress	✓	✓
TravelFusion	Zhang Yigang (yigang@travelfusion.com)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	In progress	✓	✓
TravelNDC	Kyle Wang (kyle@travelnDC.com)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Verteil	Prajoth Kumar (prajoth.kumar@verteil.com)	✓	In progress	✓	✓	✓	Δ				✓	✓	✓	✓		✓	✓

*as of 30 Jun '21

Δ These partners do not yet support 3DS and will experience redirection errors or immediate failures for direct Credit Card (enrolled in 3DS) transactions

¹Agents connected via these partners which do not support 3DS will be liable to ADM in event of chargebacks

Settlement by BSP Cash is supported by all partners

Next Steps

1. All agents should sign up for an **AGENT 360** account to gain access to important information relevant to you e.g. fare sheets, trade circulars, latest schedule notices etc.
2. SIA appointed agents who wish to issue tickets on SIA ticket stock will have to agree to our PSAA terms hosted on AGENT 360 during your registration process. You will then be granted access to our booking portal where you can make NDC bookings.
3. To access content via your **GDS**, inform your SIA account manager of your intent to do so and they will kickstart the process.
4. If you intend to connect via an **aggregator/tech partner**, do fill in the onboarding form [here](#).
5. If you intend to **connect directly** with our APIs, submit the NDA and application form per steps detailed on slide 8.

Next Steps

Agency Type	Ticketing on SIA stock?	AGENT 360 Registration	Accept PSAA terms	Payment Methods	Connection Type	Onboarding Step
IATA self-ticketing	✓	✓	✓	BSP cash, credit card, Direct CC	GDS	Inform SIA account manager
				BSP cash, credit card, Direct CC	AGENT 360	Register for an account here
				Varies	Tech partner	Register here
				BSP cash, credit card	Direct Connect	Download forms here
TIDS self-ticketing				Direct CC	AGENT 360	Register for an account here
					Tech Partner	Register here
IATA subagent	X		X	N/A	GDS	Consolidator will action
TIDS subagent	X		X			

FAQs – Program



Is the KrisConnect programme and the SIA NDC programme the same thing?

Yes. KrisConnect is the name designed for the SIA API programme of which the NDC APIs are a part of. The programme leverages Application Program Interface (API) technology, including the industry developed New Distribution Capability (NDC) standards, to enable a seamless distribution of content and information from SIA to its trade partners.

How does KrisConnect help to drive better customer experience?

Customers increasingly expect personalised offers that contain a combination of products and services that suit them best at a particular point in time. SIA has invested heavily in these capabilities such that fares, conditions, discounts, ancillary product and service combinations can all be adjusted based on the preferences of travellers, agents and corporations.

Why should I adopt SIA NDC?

SIA makes available exclusive content and fare offerings to agents who transact via NDC. Some of these exclusive content include lower fares for both leisure and corporates, the ability to transact ancillary content for your customers and be rewarded for such transactions. Transactions via NDC will also not incur a distribution fee that has been rolled out for EDIFACT transactions across some markets.

FAQs – Program



Does SIA NDC offer codeshare and interline flights?

Yes, SIA has filed a wide range of fares with codeshare and interline partners and these are automatically priced by our NDC pricing engine. Agents are however not allowed to manually construct itineraries / price in NDC.

Does the SIA KrisConnect Programme include SilkAir or Scoot?

SilkAir will be integrating with Singapore Airlines from 4 March 2021. All SilkAir operated services will be converted to SIA operations by the end of May 2021. NDC content is available across all SIA operated flights. SIA codeshare flights with Scoot are eligible for relevant NDC exclusive fares and offering where available. However, purchase of ancillary products can only be made on SIA operated flights.

Will SIA continue to pay commissions and incentives to agents who transact via NDC?

Agents receiving commission via BSP today will continue to enjoy the commissions for NDC transactions via BSP. Regarding other commercial details, please speak to your local SIA account manager.

Will TMCs / agents be able to retrieve corporate discounts / private fares in NDC?

Yes, SIA has filed our CDM discounts to NDC channels as well and TMCs will be provided the relevant access code to be entered at shopping (flight search) in order to retrieve the offers entitled to the corporate. Similarly, private fares are secured by an access code that will be made available to eligible agents for input during shopping (flight search).

FAQs – Servicing



Does SIA NDC allow me to service my bookings?

Yes. SIA's NDC technology includes a set of servicing APIs that allows you to make changes to the bookings, perform cancellation, refunds and more. The extent of servicing capabilities available depends on the features that the technology partner has chosen to develop. For specific cases that cannot be supported by the APIs, a servicing support helpdesk (via email) can help to facilitate the change.

Alternatively, you can also retrieve NDC bookings in our AGENT 360 platform and perform servicing changes there.

Can I service an EDIFACT booking in NDC channel and vice versa?

No, NDC bookings can only be retrieved via NDC enabled platforms. Agent will not be able to retrieve a booking made through EDIFACT in an NDC channel and hope to reissue to a NDC fare.

Can I void an NDC booking?

Yes, voiding of bookings can be done during the void window from 0000 - 2359hrs (GMT+8). Take note that voids can only be performed using the same platform that was initially used to create the booking. Please reach out to your local account manager if you require assistance with a full refund.

FAQs – Servicing



What is the Ticketing Time Limit (TTL) for NDC transactions?

There is no change to the TTL for transactions performed via NDC or via EDIFACT channels. Currently, NDC bookings placed on hold are subject to a 4 day pricing guarantee. Agents who try to ticket after the 4 days will need to reprice the itinerary before proceeding with ticket issuance.

If your partner does not support the above feature, you will not be able to ticket the held booking after 4 days. Various tech partners are integrating this reprice itinerary for held booking before ticketing (Reprice TST) feature. Do refer to our Technology Partner list for details on the partners that support this feature.

Why does SIA require 3D-Secure (3DS) Authentication for all credit card transactions?

3DS adds an added layer of security by ensuring that the card used is authorised by the cardholder. We encourage all agents to work with a tech partner which has 3DS enabled for all credit card transactions. With the passing of IATA Resolution 890x eff 1 Mar 21, SIA reserves the right to ADM agents in the event of chargebacks resulting from fraudulent transactions made through NDC.

Does NDC support the consolidator/wholesaler workflow?

Yes, the SIA NDC capability supports the consolidator/wholesaler workflow. However, the condition is that the sub-agent must have a registered TIDS or IATA number and be onboarded into the SIA KrisConnect programme. For more information, please get in touch with your SIA Account Manager.

FAQs – Onboarding



Who can join the SIA NDC Programme?

SIA KrisConnect programme is opened to all interested trade partners (i.e. travel agents, aggregators, global distribution systems, online booking tools, corporates, ecosystems etc) that are interested to distribute and/or transact SIA's products and services. All interested partners can contact your respective SIA Account Managers or email KrisConnect@singaporeair.com.sg for assistance.

Are there any costs to join the SIA NDC programme?

There are no fee(s)/cost(s) charged by SIA to join the SIA NDC programme. Cost may however be incurred depending on your choice of tech partner(s) to provide the NDC solution/content. You may need to contact your chosen tech partner(s) to find out more.

What is the lead time required to join the KrisConnect Programme?

This depends on the method of connection that an agent decides on. It can range between 1 week for access to AGENT 360 booking tool to 3 months, if an agent opts to build his own direct API connection. For most agents connecting via their GDS, it will take around 1 month for the onboarding process to be complete.

Why do I need to sign an NDA with Amadeus and SIA if I wish to do a direct connect?

Amadeus is our technology partner for SIA NDC. The NDC APIs we provide to partners are proprietary APIs developed by Amadeus for SIA and our partners' exclusive use.

FAQs – Technology Partners



My chosen technology partner is not ready to provide me with SIA NDC content. What are my options?

SIA supports a wide range of certified technology providers and agents can choose to onboard 1 or more technology provider(s) to access our NDC content. You may refer to our Technology Partners list for the details of the technology partners that are appointed to access SIA NDC content. In addition, SIA has created a travel agent website, AGENT 360, to facilitate agents' NDC transactions if they choose not to work with a technology provider.

Is there a charge for accessing SIA NDC content?

No, SIA does not charge agents for transacting NDC content. Some technology partners may however impose fees on their clients. You are advised to check with them directly.

I am working with a technology partner that is not a certified technology partner of SIA. How can I still gain access to the NDC content?

The SIA KrisConnect programme is supported by a wide range of technology providers. You may choose to work with an existing certified technology partner or choose to consume the content via any other modes of connection that we support. Alternatively, do encourage your technology provider to sign up for our KrisConnect programme so that they can integrate and be certified as an approved SIA technology partner.

FAQs – AGENT 360



What is AGENT 360?

AGENT 360 is a one-stop platform for travel agents to engage with Singapore Airlines. On the website, travel agents will gain access to:

- a robust information portal, with access to the latest trade-specific content from SIA
- a comprehensive agency management system to self-manage your agency setup and assign roles and exclusive product access rights to your teams
- an easy-to-use booking portal, offering the widest range of SIA NDC content, without incurring any distribution and/or transactional fees.

Who is eligible to use AGENT 360?

AGENT 360 booking portal is open to all SIA appointed agents who have been granted ticketing authority. Subagents/non-appointed agents can apply for access to AGENT 360 to view other trade information, but will not be given access to the booking portal.

What NDC content does AGENT 360 support?

Agents using AGENT 360 can expect to book and ticket, void, refund, add ancillaries such as seats and bags and split PNRs. Reprice TST function has recently been enabled. Agents can also retrieve NDC bookings made in other channels e.g. GDS and service these bookings on AGENT 360.

Thank You