



# **ATPCO Makes NDC Easy**

*Content, Computation, and Connection*



New Distribution Capability (NDC) isn't just a buzz phrase, it's a growing reality. Many airlines are working toward adopting NDC, but it's a long, challenging process. ATPCO, an airline-owned organization, is an integral part of the industry distribution infrastructure that can be leveraged to ease your implementation of NDC.

We can help you to generate robust content, turn the content to offers through our engines, and connect you with the industry and your partners quicker, with complete control over who can receive your offers, so you can make smart business decisions and protect your revenue.

*It all starts  
with content.*

## **Content**

ATPCO is the largest, most comprehensive airline content management system in the world, providing a single source for consistent, complete, and accurate fare and fare-related data for your offer management system. Other ATPCO tools can help you sell optional services and fare families (brands) to create interline offers using industry-recognized data standards.

Take advantage of our flexible solutions that give you just one place to maintain all your data, and then use ATPCO's content in both traditional distribution pricing systems and in any airline internal revenue management and revenue accounting system. No other company manages the level of comprehensive content that ATPCO does, from the fare and its many rules to each fee and service provision.

### **Future Solution: Rich Media**

One goal of NDC is to enable airlines to compete on product, not just price, and a major way to do that is to use consistently displayed rich media (pictures, graphics, and videos) for your products in all channels. ATPCO has developed a solution that allows you to identify a media file for any of your optional services, and this capability will be extended for use on your branded products, creating the infrastructure required for systems to illustrate those offers consistently.

### **Future Solution: Interline**

Better protect your revenues with a solution, now in prototype, that revolutionizes the interline settlement process. ATPCO's Coupon Values at Time of Fare Creation allows you to analyze the impact of interline settlement coupon values for each of your fares by providing all possible journey permutations for all your fare offers and seamlessly incorporating these permutations into your fare management and revenue accounting processes. This concept ensures that all interline fares are created correctly from the start, and offer management systems can use it to enable the most efficient interlining in NDC as well as through traditional distribution methods.

*Next you  
must transform  
that robust content  
into useable  
information.*

## **Computation**

Advanced computation turns your data into information, creating the raw material that drives your offer engines and allows dynamic pricing. Whether you already have an offer engine or are considering the significant undertaking to build and maintain an engine capable of such advanced computation, you can get started in NDC with ATPCO's Baggage Calculator. Baggage Calculator transforms baggage allowance and charge data between traditional distribution methods and NDC. We are investing in this and other technologies to support all methods of industry data distribution.

### **Future Solution: Dynamic Data Creation**

ATPCO is leveraging its engines to be able to dynamically create your fares and services. The first phase of Dynamic Data Creation will include optional service and seat price data, as well as public Fare By Rule. These services can be distributed as data content or via an API to work seamlessly in your offer management system.

*Then you need to connect that information with your partners and to your customers.*

## **Connect**

Today, ATPCO is connected to all major pricing systems and global distribution systems, providing hourly updates of data in the marketplace. In 2016, instant updates of data content will be enabled. ATPCO is working to expand this existing industry network of 400 airlines and all pricing systems to be used for NDC via a Message Hub.

### **Message Hub**

NDC requires airlines and systems to communicate via an API with the same data standard version, but there already many direct-connect standards and NDC versions in production that continue to be upgraded. Changing these connections is costly for both airlines and systems. ATPCO's Message Hub, which employs our industry relationships to connect all airlines and systems, will translate your API messages in real time, saving you this costly process. In Phase 2, Message Hub will convert NDC messages into ATPCO format so they can be easily consumed by other systems.

By normalizing the various schema in the industry, ATPCO can accelerate industry implementation of NDC, enable dynamic pricing, and create a single, comprehensive data source for both established and NDC content.

### **Content Control**

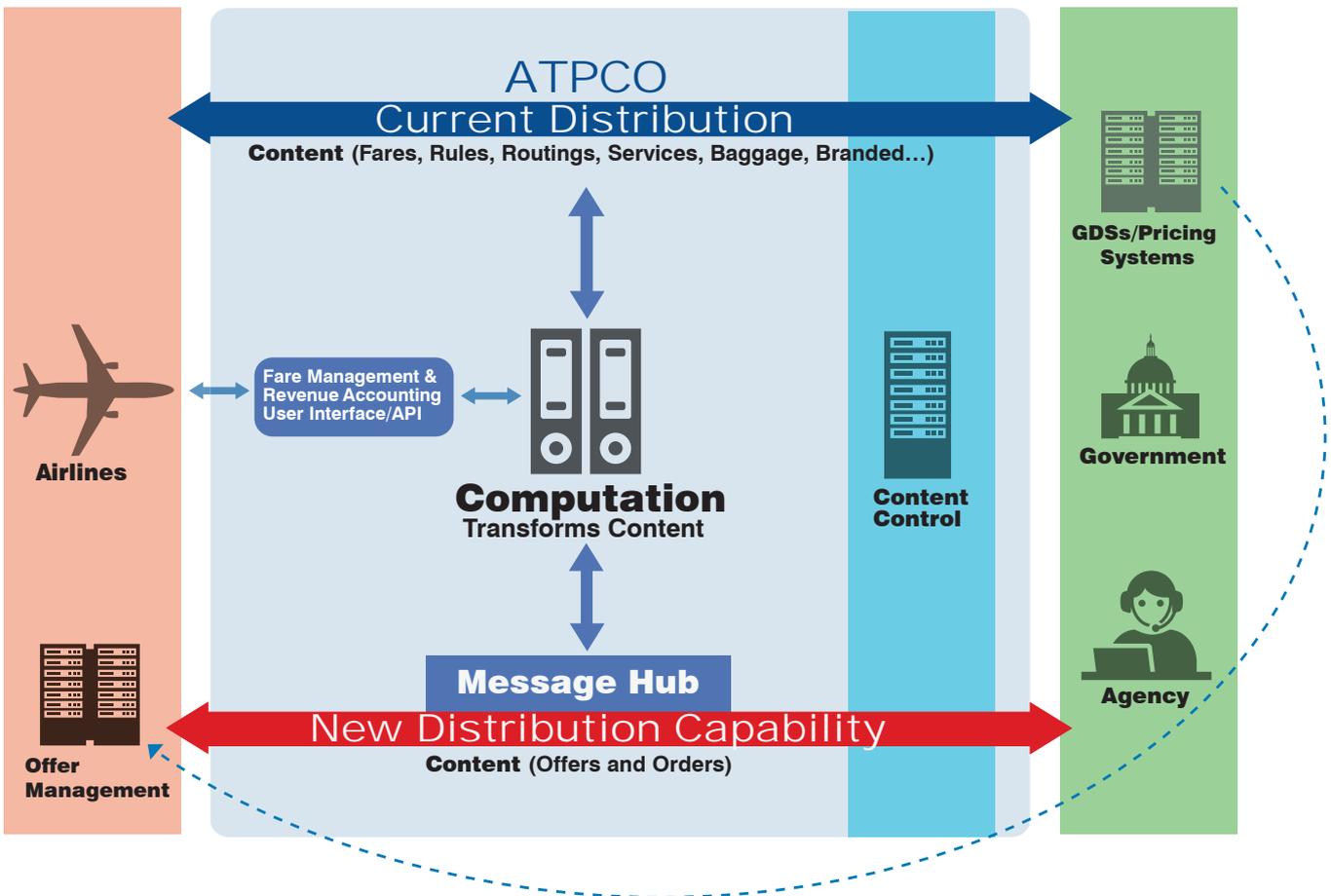
You need to control what data is sent to pricing systems and NDC offer management systems. ATPCO's Airline Profile helps you manage the number and type of NDC messages you receive. With Airline Profile, you maintain your parameters in a centralized database and have your private Profile data sent periodically to other airlines and authorized subscribers. When a consumer requests prices for fares and services, the seller queries Airline Profile to determine whether your airline is capable of responding or wishes to process the request using NDC methodology, sparing you the cost and effort of dealing with a staggering amount of shopping requests.

*You can get started today.*

ATPCO provides you with three easy steps for implementing NDC:

- **Implement all content business rules in ATPCO**
- **Use ATPCO engines**
- **Connect to ATPCO Message Hub and update Airline Profile**

*Visit [www.atpco.net/ndc](http://www.atpco.net/ndc) to learn more about how ATPCO can help you plug into NDC and master your data.*



**North America**

Washington Dulles International Airport  
45005 Aviation Drive  
Dulles, VA 20166 USA

**Latin America**

2525 Ponce de León Boulevard  
Suite 300  
Coral Gables, FL 33134 USA

**Europe, Middle East, Africa**

1 Lampton Road  
Hounslow, Middlesex TW3 1HY  
United Kingdom

**Asia Pacific**

30 Raffles Place  
#23-00 Chevron House  
Singapore 048622