



# NDC Exchange by atpco | SITA

An easy and cost-effective way for airlines and travel sellers to unlock the value of your data through NDC

## OFFER CONSISTENT AIRLINE PRODUCTS EVERYWHERE, WITHOUT WASTING RESOURCES ON BUILDING EVERY CONNECTION

### What makes NDC Exchange different?

#### COMMUNITY-DRIVEN MARKETPLACE

For airlines and travel sellers who want to create offers and distribute them directly to customers, NDC Exchange is a community-driven marketplace that gives you an easy and cost-effective way to adopt NDC.

#### ONE PLATFORM; ALL DISTRIBUTION POINTS

Translate messages no matter what API or schema you are using. Whether you are an airline or travel seller using a pre-NDC API or you are still developing your API, the exchange has you covered. On one platform, you can extend your reach to traditional and non-traditional distribution points, reducing distribution costs and expediting interoperability across the ecosystem.

#### HOSTED BY ATPCO AND SITA

NDC Exchange is the only neutral hub connecting offers from airlines and travel sellers in a cloud-based, scalable environment, developed and hosted by ATPCO and SITA.

### INNOVATE FASTER AND SMARTER

Changing customer demands require airlines and travel sellers to innovate faster and smarter to stay competitive and maximize revenue streams. Travelers want a shopping experience that is customized and differentiated by the comfort level and ancillaries

they value. NDC Exchange removes the complexity from all the different messaging standards and versions used by many airlines and travel sellers, creating infinite opportunities to transfer and exchange customized offers.

### KEY BENEFITS

#### Interline in real-time

Connect once to cross-sell seats; get access to partner seat map availability and ancillary services data.

#### Stay current with NDC schemas

Reduce your development time and costs and get personalized offers into the market faster.

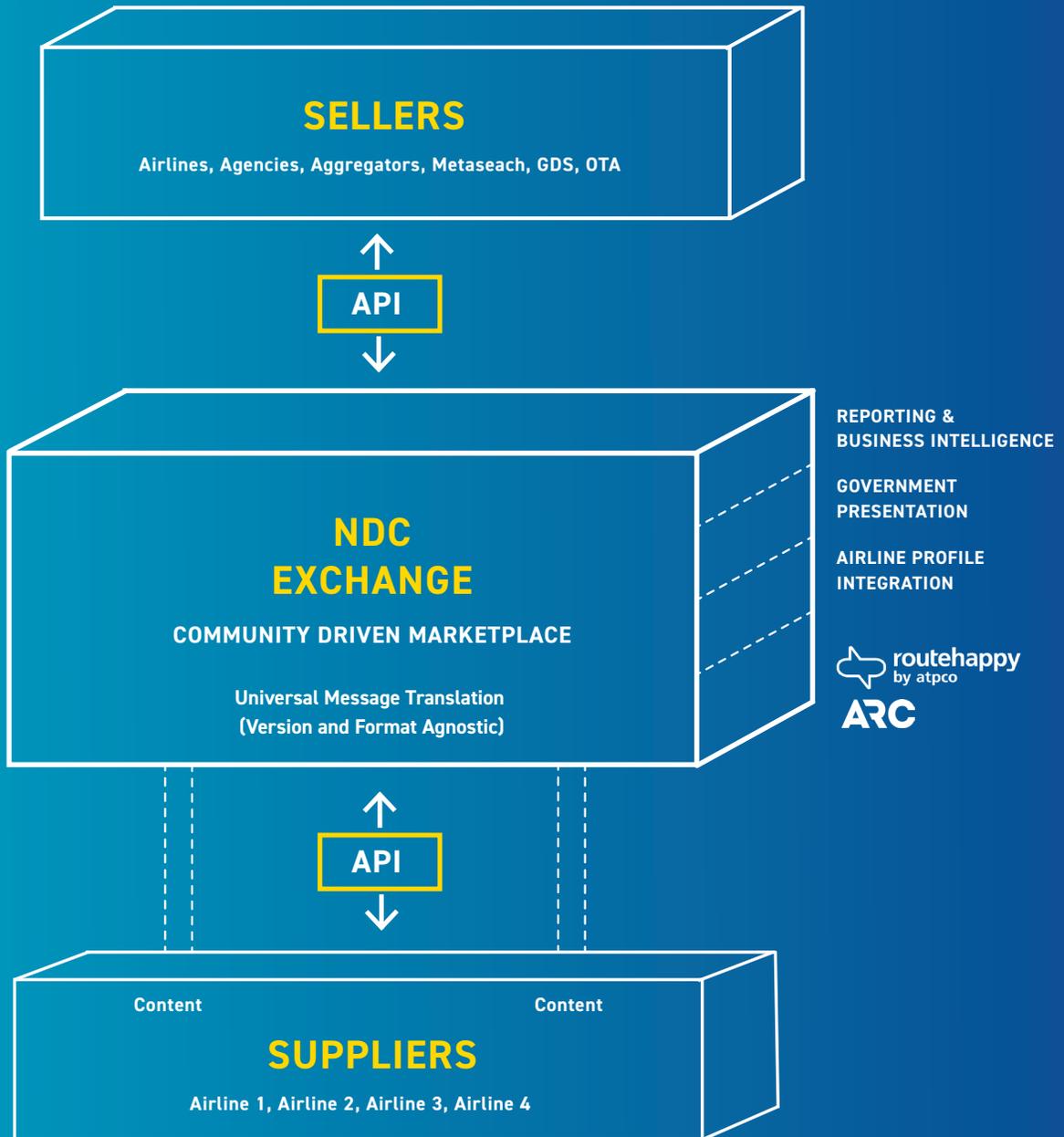
#### Accurate, industry-trusted data

Enrich product personalization, display rich content, and design transparent shopping experiences.



# HOW IT WORKS

NDC Exchange by  
atpco | SITA



ARE YOU READY TO UNLOCK THE VALUE OF NDC FOR YOUR BUSINESS?

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