

CHARTER

NGS Working and Advisory Groups



MISSION/VISION

The Next-Generation Storefront (NGS) is an industry initiative to enhance airline retailing capabilities across all channels. NGS is a data-driven standard that establishes a core set of capabilities that will simplify consumer choice and drive confidence through consistent, impartial, reliable data.

Our mission is to create an industry standard that enables distribution to better present, sort, and find the airline product/service the customer desires.

Goals

- Standardize data that describes services and the framework for creating comparable products and attributes.
- Create the data/process that would allow a system to group product attributes that could be used for search or display.
- Establish a governing body to ensure compliance.

Code of Conduct

ATPCO and the NGS working and advisory groups will work toward the development and distribution of standards for Next-Generation Storefront that are impartial and objective.

- Implementation of a data-driven approach will help achieve objectivity and impartiality.

The process for considering and adopting the standards should be transparent and open.

- The process is open to all airlines—even airlines that do not distribute through ATPCO or Routehappy.
- To the extent feasible, ATPCO will follow its standard procedures for Data Application development and changes.

The standards cannot disadvantage a particular airline or exclude an airline from competing in the marketplace.

- ATPCO and the NGS working and advisory groups should not be involved in a discussion among a subset of airlines and distributors where the action taken would disfavor the presentation of another airline.

ATPCO Oversight

ATPCO will run the Next-Generation Storefront initiative, following the established milestone process and ensuring all airlines and channels have equal input and are not disadvantaged by this evolving standard.

ATPCO will

- Organize, oversee and support the working and advisory groups.
- Provide common data and data definitions to support the standard.
- Work with airlines to close data gaps.
- Deliver an API service that will calculate star ratings based on a set of itineraries.
- Deliver new and enhanced data subscriptions that present the attributes for the star ratings and publish the associated Data Application document.
- Work with IATA to extend NGS data into NDC offer and order messages.

	ECONOMY	ECONOMY EXTRA	PRECIOUS BUSINESS
Seat	Standard (31")	Standard (31")	Better (35")
Carry on Bag	Standard (31")	Standard (31")	Better (35")
Advance Change	Standard (31")	Standard (31")	Better (35")
Advance Seat Selection	Standard (31")	Standard (31")	Better (35")
Checked Bags	Standard (31")	Standard (31")	Better (35")
Wi-Fi	Standard (31")	Standard (31")	Better (35")
Entertainment	Standard (31")	Standard (31")	Better (35")
Power & USB	Standard (31")	Standard (31")	Better (35")

Advisory Group

- The Next-Generation Storefront advisory group members are airline and distribution leaders who represent a significant balance of each market that the NGS standard will be applied to.
- ATPCO will oversee selection of members.
- The advisory group has oversight of the definition of the Next-Generation Storefront data standard.
- The advisory group will
 - Provide guidance and resolve disputes on data/algorithms via a formal escalation process.
 - Work as an advocacy group to drive new members, adoption

Working Group

- The Next-Generation Storefront working group is made up of airline and distribution experts who can drive the quality and completeness of the standard through their hands-on experience and knowledge of both market offerings and consumer preferences.
- The working group is tasked with running Proofs of Concept across multiple sprints to assess, challenge, and improve the NGS standard.
- The working group will
 - Review and assess the completeness of the data
 - Work to define new data elements where gaps are identified
 - Test and prove out the accuracy of Shelf algorithms
 - Work in support of Proofs of Concept, sharing analytics on how the standard improves the overall shopping process.
 - Drive a data-driven approach that presents products accurately, fairly, and in auditable manner.

HOW WE WILL WORK

- The working and advisory groups will meet monthly, virtually and in person where possible.
- Each month we will conduct a defined sprint to improve data quality/validity.
- ATPCO will make available datasets, data definitions and APIs to support each iteration
- Working group participants will analyze data and run POCs during sprints.
- Each POC will have an agreed set of metrics that will be reported and shared with the entire working group to determine success.
- ATPCO will publish a monthly scorecard with the entire industry outlining compliance, progress, and gaps.

Outputs

- **Implementation Guide.** Designed for airlines, detailing how to ensure their data is represented and shared with the industry in an accurate and auditable manner.
- **NGS API.** Supplied by ATPCO, the API will consume priced itineraries and return all agreed NGS attributes and scores for each itinerary.
- **Data App.** An alternative to the API is a rich dataset that can be consumed directly by channels to integrate into their offer engines.
- **NDC Schema.** Recommended enhancements to the NDC schemas to support NGS.

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