

# NEXT-GENERATION STOREFRONT

## Overview

As airlines develop more sophisticated branded products, it is becoming more complex for consumers to find the products that suit their needs and to compare like products across a number of airlines.

Airlines have requested that ATPCO create an industry standard of data that describes “like-type” airline products and services. This standard will enable pricing and aggregator systems to better find, sort, and present airline products, and it will enrich the consumer experience.

### A NEW STANDARD

To enable this capability, ATPCO will define a process that identifies the source of the data and consistently collects and distributes it so that systems can group like airline products and services. ATPCO will develop data application, or other methods such as an algorithm, to describe how this data will be processed. ATPCO will also develop the standards that can be used to optimize the display of the products, driving customer satisfaction, system conversion, and sales of the products and services that meet consumer needs.

A data-driven approach means airlines can be assured of consistent results when a customer requests a certain type of products or

service, or when a system defaults to group like types of products or services.

Nothing in the design restricts an airline from being able to describe all features or services of their product. The project will provide the data; its actual display may vary by system. The data and accompanying algorithm will not determine rank or preference for any airline or itinerary display.

This new data could be used to create a multi-airline display showing all branded products called shelves, or a full detail of services for an airline called drawers.

### EXAMPLE OF SHELVES

An early prototype would group like products into shelves displayed on indirect seller sites. If common data standards are used to enrich shopping data with consistent fare attributes, itinerary attributes, and airline brand data, the Next-Generation Storefront can employ a shelf algorithm to group like products by market, demographic, or even consumer preference.

Star Rating	Product Name	Time	Basic Economy	Main Cabin	Economy Extra	Business	First Class
1★	Precious Air	7:00a - 10:13a	\$127	\$152	\$277	\$950	\$1,109
2★	Speedy Fly	5:48p - 9:19p	\$148	\$178	-	\$321	\$1,145
3★	PowerJet	7:21p - 10:54p	\$198	\$259	-	NA	\$1,298
4★	Poseidon Airlines	4:00p - 7:28p	\$195	\$213	\$294	\$859	\$1,549

Stars align multiple airline products in a shopping display

## EXAMPLE OF DRAWERS AND AMENITIES

The Next-Generation Storefront initiative will establish common standards for amenity data, providing a simpler, intuitive, graphical representation of each product's attributes, whether they are included in a fare or available for additional cost.

A complementary way of displaying like products, drawers would allow each airline to retain the brand positioning of each of its fare options per itinerary.

For example, in this model, the seller shows one price point per itinerary based on a more flexible search that can include Search by Star rating and amenities. For instance the search can be "show me all three-star products that have fast Wi-Fi options."

When a consumer selects the itinerary, the drawer opens to show alternative fare and value options, with an industry-standard set of descriptions of key attributes across all products presented. The airline can extend this standard set of attributes with their own brand specific attributes (such as mileage credit) that may be unique or drive value that needs to be communicated about the product offering.

NYC SEA	Filter Results	Search by itinerary attribute	
	Jan 28 - Feb 10	1 Adult	★★★ and up
		Power	Wi-Fi
Precious Air 7:00a → 10:13a Nonstop 6h 13m ★★★ From \$277 ECONOMY EXTRA	SPEEDY FLY 5:48p → 9:19p Nonstop 6h 31m ★★★★ From \$321 CABIN PLUS	Poseidon Airlines 4:00p → 7:28p Nonstop 6h 28m ★★★ From \$294 MAIN PLUS	More Details

Using Stars and Attributes to align multiple airline products in a shopping display

	Precious Air	★	★★	★★★	★★★★
	JFK SEA 7:00a → 10:13a A321 (narrowbody)	\$127 BASIC ECONOMY	\$152 ECONOMY	\$277 ECONOMY EXTRA	\$950 PRECIOUS BUSINESS
Qualification		Standard (31")	Standard (31")	Better (35")	Flat Suite
	Seat	Standard (31")	Standard (31")	Better (35")	Flat Suite
	Carry on Bag	✗	✓	✓	✓
	Advance Change	✗	\$200	\$200	\$200
	Advance Seat Selection	✗	✓	✓	✓
Descriptive	Checked Bags	1 <sup>st</sup> \$25	1 <sup>st</sup> \$20		
	Wi-Fi	Basic web browsing (\$)	Basic web browsing (\$)	Basic web browsing (\$)	Basic web browsing (\$)
	Entertainment	BYOD	BYOD		
	Power & USB				
	Food	Snack	Snack	Breakfast	Premium Breakfast
	Beverage	\$	\$	✓	✓
	Boarding	Last	Standard	Priority	First

A Common Set of Attributes With Consistent Definitions

## NEXT STEPS

Interested entities will form the Next-Generation Storefront Working Group to create data processing standards, align data sources, identify data gaps, and formulate an implementation plan.

BUILD TOMORROW'S STOREFRONT WITH US — JOIN THE WORKING GROUP

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