Council Purpose – Executive Introduction

ATPCO Advisory Council was established in 2013 and successfully improved pricing automation in three areas:

Improve time to market of new pricing automation

Deliver value to the industry through improved industry adoption

Improved accuracy that reduces cost of friction

In 2021: The industry, ATPCO and the AAC manages more than price, and in a more diverse distribution landscape. The scope is becoming too large to be managed effectively as we have been doing so in the past.

Our goals remain the same; but we need to re-think our processes to continuously improve on these goals.

What does success really look like?

It looks like a lot of what we've been doing already, but really taking it to the next level.

It looks like an **engaged** group of decision makers that can help ATPCO **prioritize** and **take action**, which we can then **track** with meaningful measures to show positive industry impact

What we're doing about it

We prioritize:

- Produce a single ranked industry priority list with cost/benefit
- Identify and action highest priority industry impact items

We act:

- Turn strategic themes into proposed actions
- Have the right people in the right place according to their discipline
- Consolidate and align on non-ATPCO industry activities (IATA and beyond)

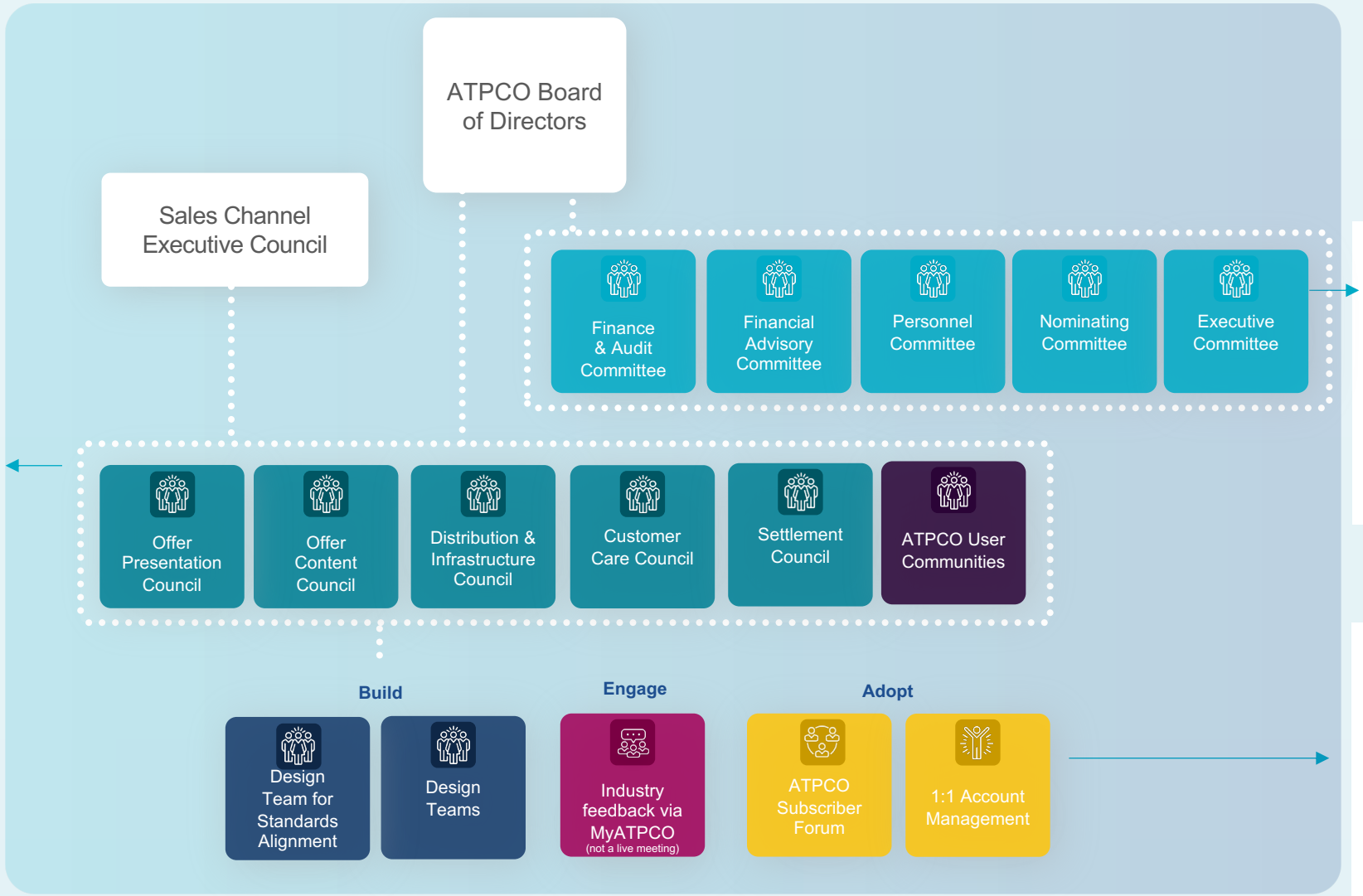
We measure industry impact:

- Reduce friction and industry cost through automation
- Create a clear snapshot of progress and success and iterate as needed
- Correlate action to a scorecard – a positive industry impact

We engage and foster engagement:

- Ensure broad adoption of solutions through engagement
- Nurture an engaged audience, comfortable with speaking up

ATPCO's Industry Collaboration Framework



WHO

Closed door session for senior decision-makers from customers

WHY

Prioritize top industry initiatives, create action plans, measure impact, engage industry in feedback + adoption

WHO

For shareholders and key channel executives

WHY

Strategic direction & senior-level feedback

WHO

Open to customers

WHY

Product development, feedback & design

Standards development, feedback & design

Growing topic-based customer communities

Councils Definition

This is how we're defining the councils' remit

Council	Focus	Director or Senior Manager in…	Covers Strategic and Tactical for…	For Example	Current Hot Issues	Similar to…	Sample First Agenda
Offer Content	**Standards**	Pricing, Revenue Management, retailing	Pricing accuracy, shopping, retailing	Next Generation Storefront, Dynamic Offers	Offer Attributes, enabling dynamic offers, retailing taxonomy	What the existing AAC does today - 90% of business is around pricing and shopping, so expect membership to be similar	1. Introductions 2. Define scope and priorities 3. Review all strategic themes 4. Existing items in backlog (M1-M5) 5. New priority items 6. Review collab groups need 7. Review measures of success 8. Recommendations for tweaks
Distribution & Infrastructure	**Standards**	Distribution, technology, standards	Product distribution to channels, industry infrastructure, alignment items, normalizing reference data, integration with IATA AIDM	New Distribution Capability pricing and retailing automation, NDC at Scale	New Distribution Capability reflected in an end-to-end solution, interoperable with traditional, digitization of standards, API interface standards	What the existing AAC does today - 90% of business is around pricing and shopping, so expect membership to be similar	
Customer Care	**Standards**	Airline policies for change, automated change, customer service	Customer care (change)	Policy automation (e.g., waivers)	Policy standardization, waivers, 100% automation of change	No existing forum	
Settlement	**Standards**	Revenue Accounting, Revenue Integrity, Treasury, or Payments disciplines	Pricing impacts to settlement, taxation, interline settlement, agency settlement, payment impacts on pricing data	Improvements to industry tax processing, impact of one order on sales data and settlement	tax refundability tax accuracy through the supply chain ADM reduction focus	Currently covered in the ATPCO Revenue Accounting portfolio, currently in place but not within governance, this would make more transparent and allow more cross-discipline discussion	
ATPCO User Communities	**Products**	Any area using ATPCO market tools - initally airlines only	User communities around ATPCO commercial products, ensures healthy balance of input to industry solutions provided by ATPCO as products	User communities for Rapid Fare Update, Price Elements, NDC Exchange	workflow efficiencies assembled data scaling the NDC Exchange	Existing AAC airline-only meetings on workflow, or individual user communities	