

# 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)

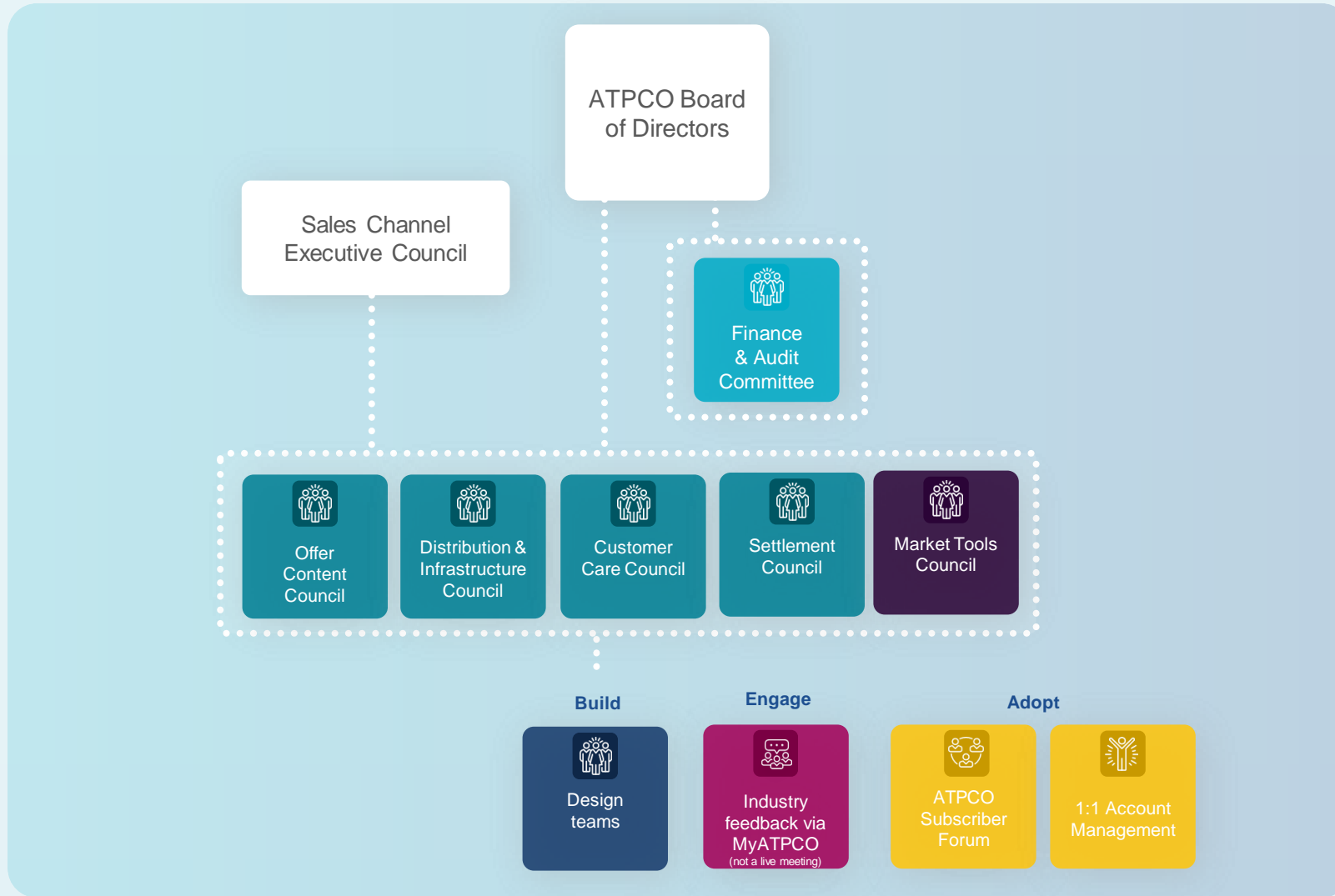
### We measure industry impact:

- 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



# 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
<b>Offer Content</b> 	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	<ol style="list-style-type: none"> <li>1. Introductions</li> <li>2. Define scope and priorities</li> <li>3. Review all strategic themes</li> <li>4. Existing items in backlog (M1-M5)</li> <li>5. New priority items</li> <li>6. Review collab groups need</li> <li>7. Review measures of success</li> <li>8. Recommendations for tweaks</li> </ol>
<b>Distribution &amp; Infrastructure</b> 	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	
<b>Customer Care</b> 	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	
<b>Settlement</b> 	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	
<b>Market Tools</b> 	Products	Any area using ATPCO market tools - initially 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	