



WE'RE A COMMUNITY FOR EVERYONE, BUILT BY EVERYONE

In order to innovate at speed, it needs to be easier for everyone in the ecosystem to leverage airline data. That's why ATPCO is thinking and operating like a tech company within the airline industry. And it's why we've launched the Foundation Industry Stand-Up series—to keep you informed and to generate insights that we're sharing with the industry.


WHO WE HEARD FROM




Ailsa Brown
Head of Sales & Partner Success EMEA, ATPCO




Janet Hsiao
Director of Product Management, Expedia



Natalie Seatter
Chief Product Officer, OAG

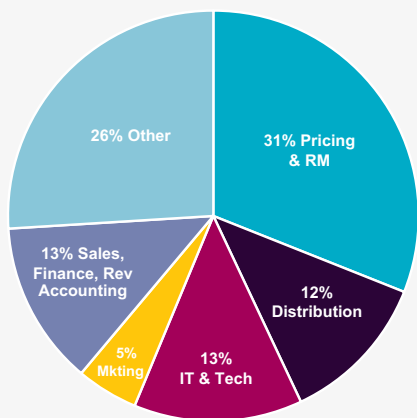


Destin Sisemore
Manager of Channel Retailing, ATPCO

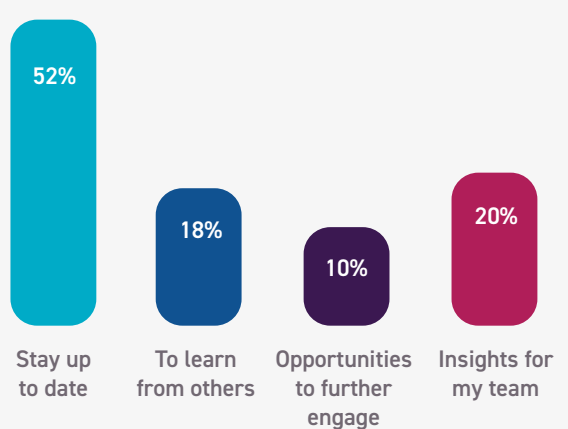


David Smith
Head of Standards, ATPCO

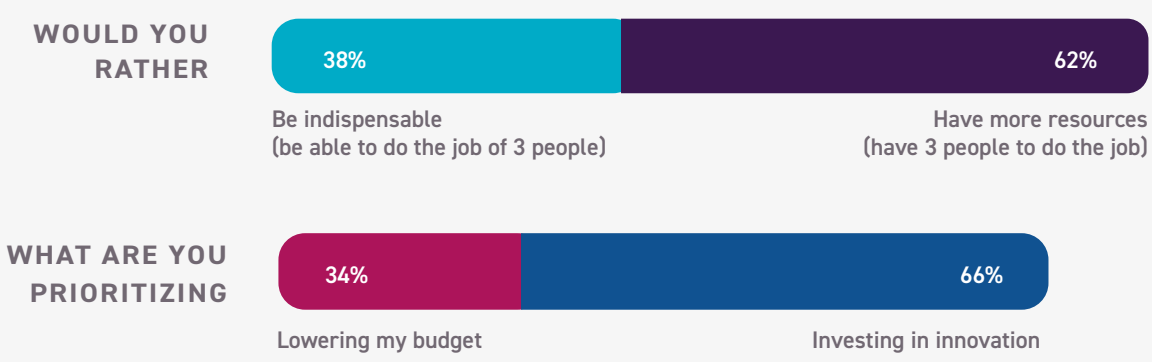
WHO JOINED US



WHY YOU JOINED



A SNAPSHOT OF YOUR PRIORITIES



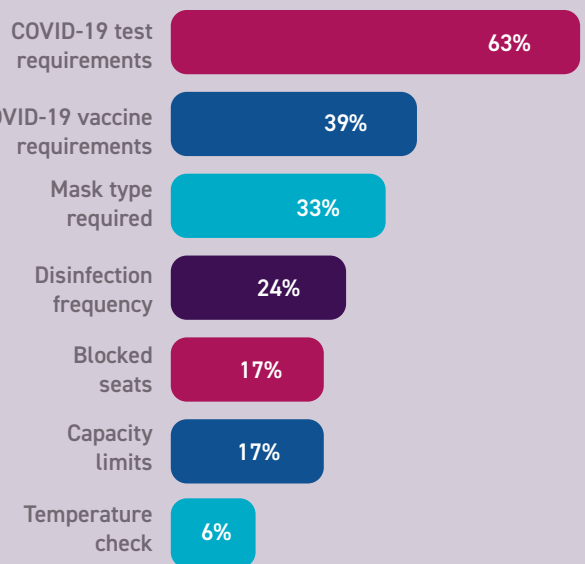
WHAT WE LEARNED

Structured UPAs

Airlines have developed complex COVID-19 policies that must be communicated across the industry. As an honest data broker, ATPCO is in a unique position to collect, standardize, and structure this data. Then, channels like Expedia can choose which components to display based on what their travelers have deemed most critical. Collectively, we're empowering travelers to answer the question, "Am I as safe as I can be?" on any given flight.



WHICH 2 CATEGORIES DO YOU PERCEIVE TO BE MOST IMPORTANT FOR BUILDING FLYER CONFIDENCE TODAY?

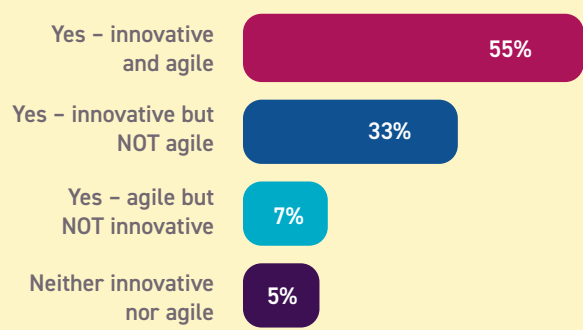


[EXPLORE: UPAs](#) | [READ: Structured UPAs](#)

Standards + Agility

ATPCO standards address pricing and shopping, passenger servicing (change), channel distribution, and financial settlement. Can standards development be innovative and agile? 55% of attendees said YES! Just look at 2020, when new emergency flexibility standards allowed airlines to relieve passengers bound by restrictive change and refund policies. We're building on this example and using ATPCO's updated industry collaboration framework to explore more initiatives, like the Design Team for Next Generation Storefront™.

CAN INDUSTRY STANDARDS BE INNOVATIVE AND AGILE?



[WATCH: What are ATPCO Standards?](#) | [ENGAGE: Join an advisory council or design team](#)

OAG's innovation through experimentation

OAG asked themselves how they could shape their business to enable better decision making. After working closely with their partners, OAG understood "it's not simply keeping up with technology and the pace of change...it's about truly understanding the solutions that are going to be of most value to the industry." The revelation? By offering customer-centric delivery and integration, and effortless access to data that powers faster action, OAG can help accelerate recovery and innovation.

“Customers can no longer wait months to access new datasets, features, and functionality. They need data now.”

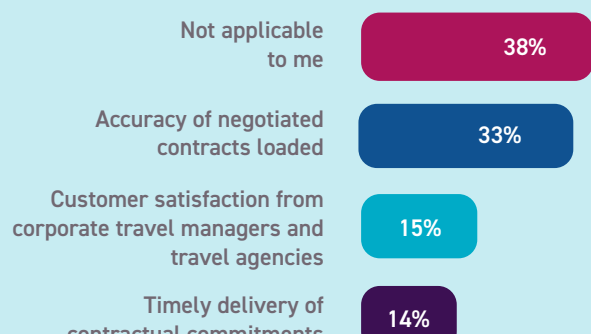
— Natalie Seatter, OAG



Express Contracts

When airlines' corporate and negotiated contracts are manually coded, it can take days or weeks to for them to become live in the market, which means missed revenue opportunities. ATPCO's Express Contracts, in partnership with Volaro, is the automated solution that brings the contracts live in the market within 24 hours or less of signing.

WHICH BENEFIT DRIVES THE BEST RESULTS FOR YOUR AIRLINE?



[LEARN: Express Contracts](#) | [EXPLORE: Pricing Tools suite](#)

Register for free for the Foundation Industry Stand-Up April 2021

SIGN UP