

What is NDC? Amadeus NDC-X Program

What you're about to read is my notes on [this playlist](#) and some other videos linked when needed.

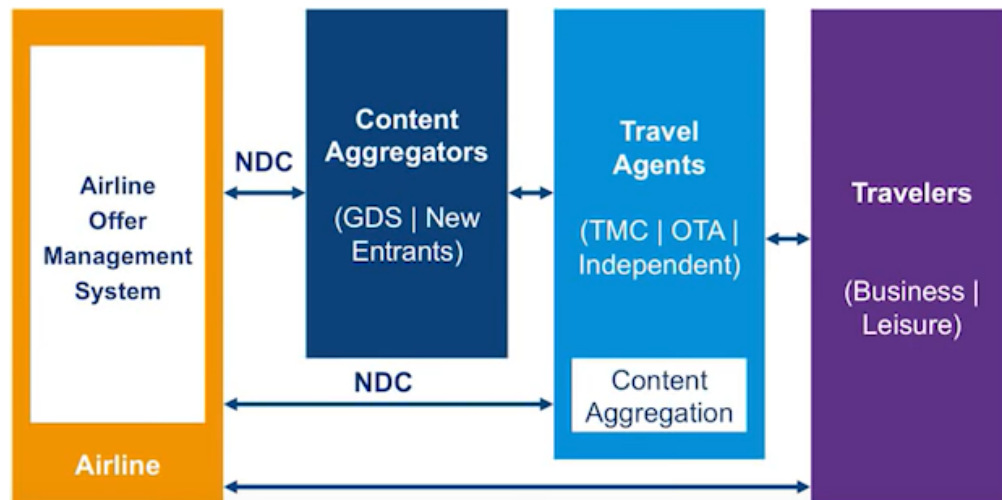
What is NDC

NDC is a standard for communication of data between airlines and travel agents based on XML but can cater for intermediaries (us hopefully...) if needed. To understand where NDC fits in the distribution landscape, it's important to understand how indirect distribution work today. A picture says more than a thousand words:



In this model, you see that the airline is only asked for availability! IT IS VERY LIMITING for them as they lose a lot of control: They can't push out constructed offers, they can't collect data about their customers, they can't propose personalized content: THEY LOSE POTENTIAL REVENUE 😞 In their direct channel however (i.e. their websites), they have all of that available!

So where does NDC fit?



The NDC is a standard that will enable the airlines to do like it does on its direct channel on the indirect channels. That way, the airline is more in control of the offer: xml technology enables all to construct rich offer, personalization and all the stuff it used to lose in her indirect channel. But it is still able to push out its offers to GDSs which constitutes a big pool of potential customers that they would have a hard time to reach if they distributes their flights solely on their websites.

One last point that I didn't really include in these notes and that is important to understand is the 'standard' part of NDC. It is introduced by IATA as a standard for all airlines to adopt so that it becomes easier for airlines' interlocutors to offer support for it. If each airline had its own way to build custom offers and collect customer data, it would never takeoff: no GDS would be able to offer support for each of the hundred airlines it serves! The need for a standard is evident, and now you can see how IATA plays its role of regulator and helps airlines. You can see also how it impacts the whole airline industry, even airlines that are not signed up with IATA (these two last sentences are kind of answers to questions I had when [I was studying what it IATA and trying to understand the authority it had](#) see the what is IATA section).

Unfortunately, the playlist was a little bit light on what Amadeus offers in terms of NDC support... Didn't take much notes as it was only superficial data.

