



# KRISCONNECT

Transforming Distribution for Partners to enhance customer experience



## 1

# CONTENT

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- Overview
- SIA NDC Technology, capabilities and roadmap
- SIA's value proposition for KrisConnect Programme
- Support for Partners
- Ways for agents to connect and next steps

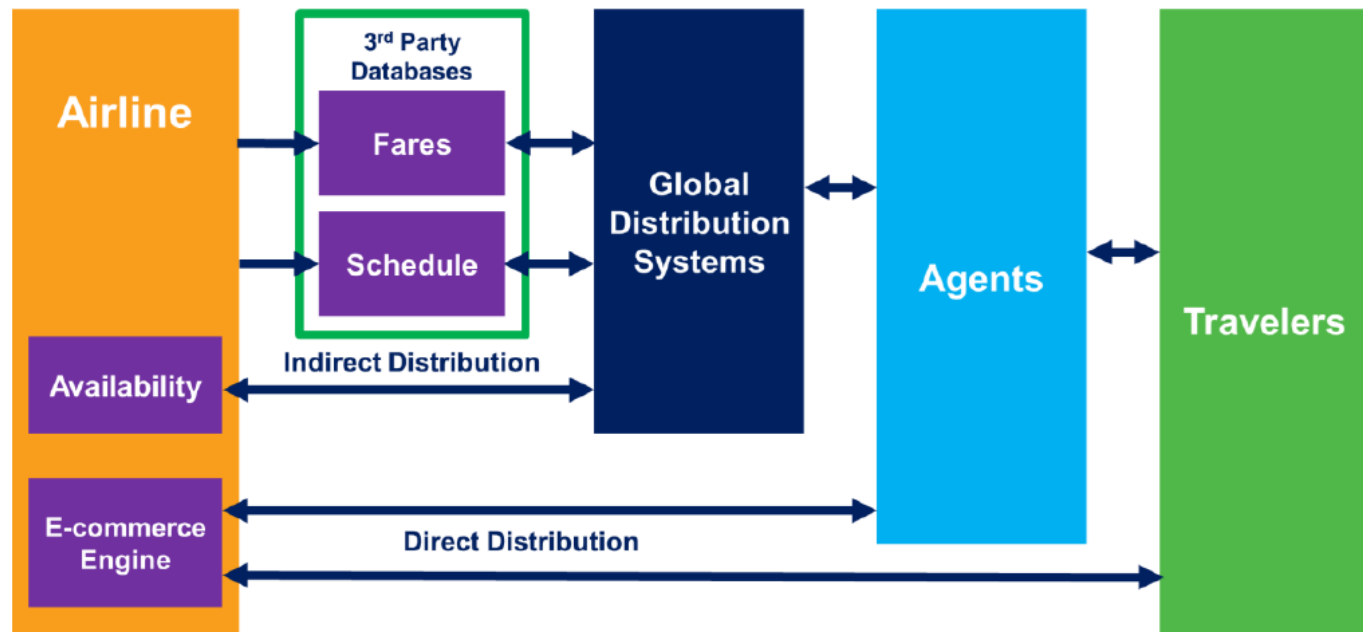




## OVERVIEW



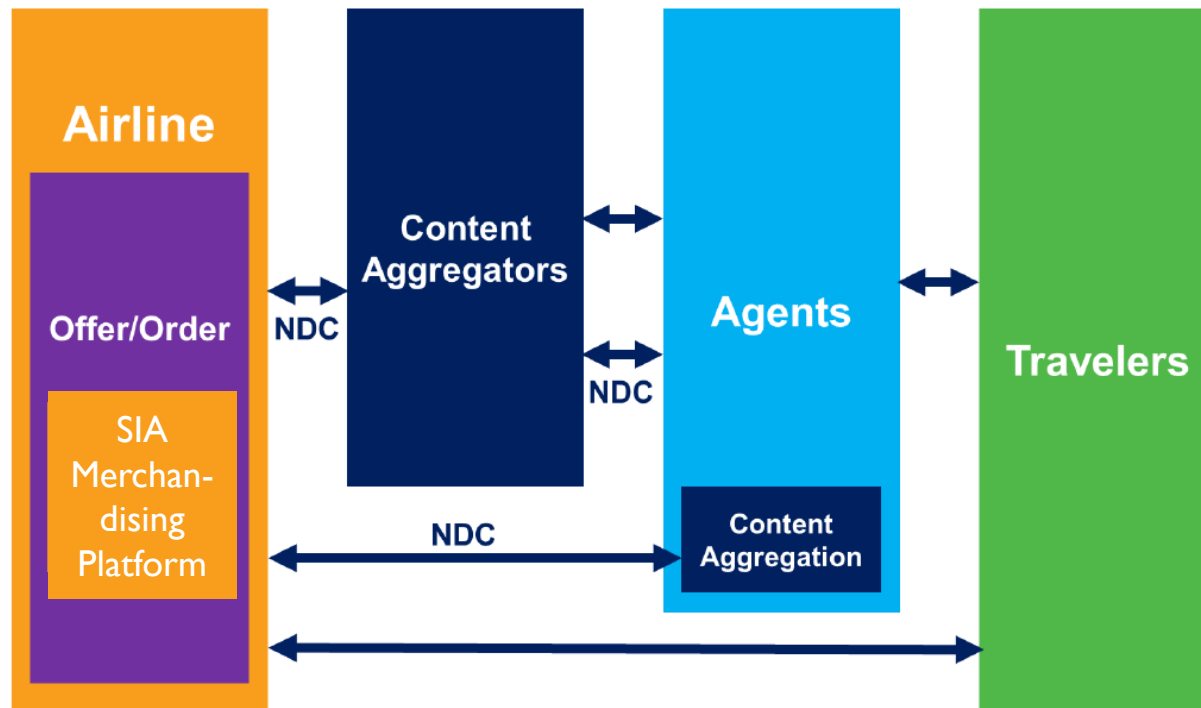
## INDUSTRY LANDSCAPE BEFORE AND AFTER NDC



*Traditional Flight Distribution*

### Summary of painpoints in Indirect Distribution via GDS today

- Takes longer / not possible to roll out products/services (e.g. Seat Selection) already available on direct channels
- Limited to Fares/Content available in 3<sup>rd</sup> Party Databases (e.g. can't access personalised fares, products not filed in 3<sup>rd</sup> Party Databases)



*Air Retailing in NDC*

Figure from IATA NDC Readiness Guide

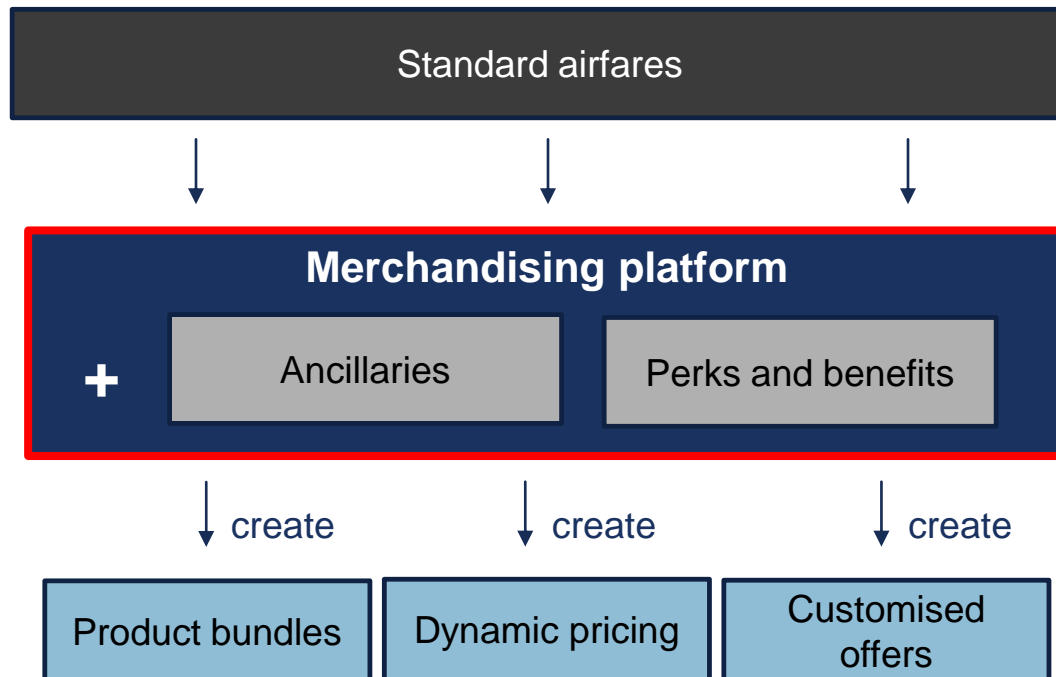
## Summary of benefits of Direct Distribution via NDC/APIs

- Quicker rollout of product/services available in Airline Systems
- Access to additional fares/content (NDC/API exclusive products created by MP)
- Agent can still connect via a Content Aggregator (E.g. GDS, New NDC Aggregator) or to connect directly with Airline (Agent must have Content Aggregation/UI capabilities)

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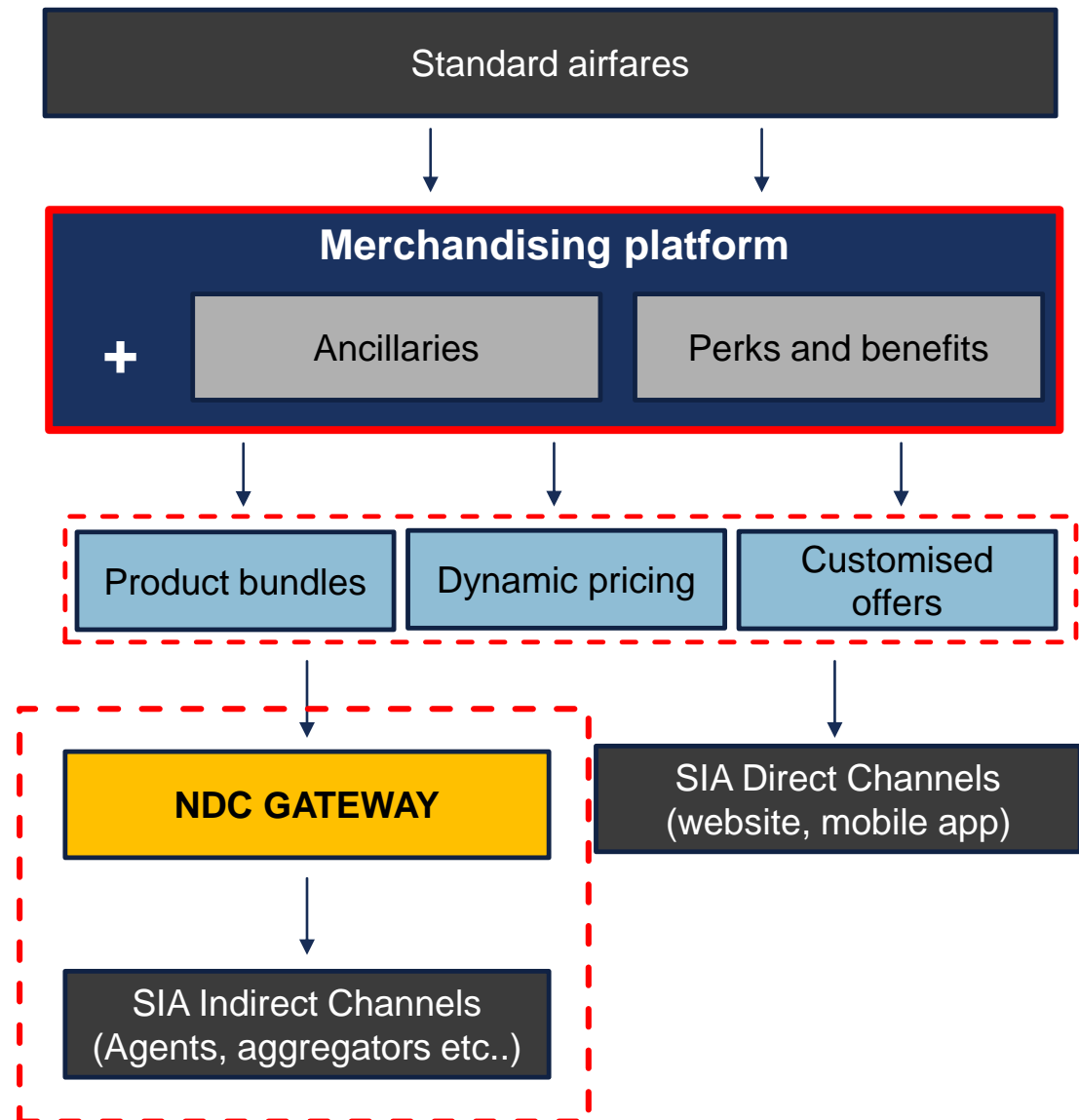
OVERVIEW

- In line with our merchandising and personalization objective, SQ has procured a merchandising platform to better tailor our product offerings to the customers.
- The Merchandising platform allows SIA to create customized offerings (fares, ancillaries), bundles that are tailored based on customers' needs and preferences





- The new content will be distributed on the SIA Direct Channels such as the website and the mobile app.
- To distribute the content to SIA's partners in the indirect channel, a NDC gateway has been developed to facilitate connections with the trade.





## SIA NDC TECHNOLOGY, CAPABILITY AND ROADMAP





## SIA NDC TECHNOLOGY AND CAPABILITIES

**Amadeus Altea NDC** is powering SIA's NDC capability.

Allows end-to-end shopping/ordering flow and servicing via NDC messaging.

Broadly, it supports:

- Flights and ancillaries
- Offer/Order handling

Certified **level 3** by IATA since June 2016

Current supported version: 18.1

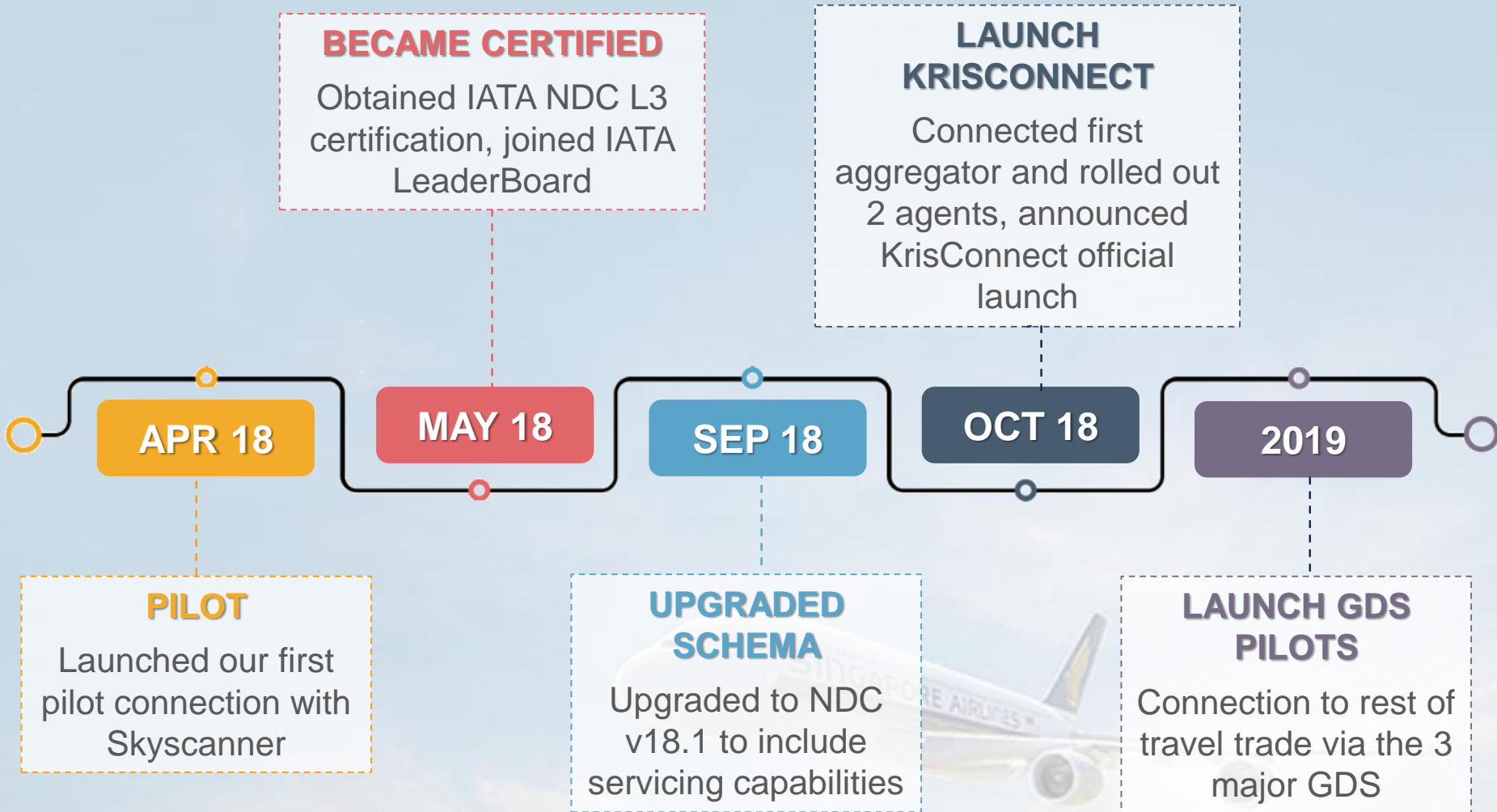


**amadeus**

# FEATURE ROADMAP

Milestone	Current		Q3 2019	Q4 and beyond
	In production		Upcoming	Upcoming
<b>Features</b>	<ul style="list-style-type: none"> <li>• Sale of Flights</li> <li>• Seat Selection (Inc. sale of chargeable seats)</li> <li>• Sale of Other Ancillaries (E.g. Excess Baggage)</li> <li>• Air Discount</li> <li>• Ancillary Discount</li> <li>• Servicing (Refund, Change Bookings)</li> <li>• Calendar Search</li> <li>• Agent Notifications for Involuntary changes via email</li> </ul>	<ul style="list-style-type: none"> <li>• OfferPrice from flight details with upsell</li> <li>• Rich media via File Retrieve</li> <li>• Enhanced Shopping (i.e. Open Jaw itinerary)</li> <li>• Seat Selection with KF validation (Seat Avail v18.1)</li> <li>• Packs of Services</li> <li>• Agent Notification via OrderChangeNotif</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced Shopping (i.e. Multi Destination)</li> <li>• Connection to BSP</li> </ul>	<ul style="list-style-type: none"> <li>• Air Promocode</li> <li>• Ancillary Promocode</li> <li>• Connection to ARC</li> <li>• Personalization by agency code</li> <li>• Personalization by Corporate ID and SSR CLID</li> <li>• Enhanced deferred payment flow for markets with CC fees</li> <li>• 3DS</li> </ul>

## DEVELOPMENTS AND ROADMAP



# EXISTING AND UPCOMING PARTNERS





## SIA VALUE PROPOSITION FOR KRISCONNECT





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## SIA VALUE PROPOSITION FOR KRISCONNECT

- A. Access to better Content
- B. Various incentives for bookings made through NDC API distribution channel : passenger driven / ancillary driven




A



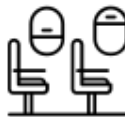


## CONTENT OFFERING

(differentiated content offering from traditional pipe)

- SIA will provide better content in NDC/API pipes vs traditional EDIFACT pipe
- Seat Selection, Excess Baggage & Merchandising Actions already exclusively available via NDC/API, rest to come as NDC/API roadmap develops

 Available in production

CATEGORIES

 <p>NDC EXCLUSIVE FARES</p> <p>NDC</p>	 <p>PROMOCODE</p> <p>NDC</p>	 <p>PERSONALISED OFFERS</p> <p>NDC</p>	 <p>SALE OF SEATS</p> <p>NDC</p>	 <p>CALENDAR FARE SEARCH</p> <p>NDC</p>
 <p>SALE OF BAGGAGE</p> <p>NDC</p>	 <p>BUNDLING OF ANCILLARIES</p> <p>NDC</p>	 <p>THIRD PARTY CONTENT</p> <p>NDC</p>	 <p>AIR DISCOUNT</p> <p>NDC</p>	 <p>RICH MEDIA</p> <p>NDC</p>



- New bundled fares e.g. Super Lite, Super Flexi
- Very attractive fare offering meant for lightweight travelers



### NEW BRANDED FARES



### CONTINUOUS INTERIM PRICE POINTS

- Interim price points that are in between filed fare levels
- Dynamically adjusted and may differ based on customer profiles

## Better fare products

- Tactical purposes
- Can be introduced any time throughout the year
- Can be applied by markets, flight routes etc...



### NDC EXCLUSIVE FARES



### ENABLING FARE ADD-ONS

- Unbundling of fare conditions
- Allowing add-ons for a more flexible cancellation condition when purchasing a promotional fare





- Loyalty members enjoy varying perks and benefits ranging from discounted to free ancillaries
- Unlocking loyalty discounts and privileges (i.e. special fares for requalification)



**LOYALTY  
PROFILE**



**CUSTOMER  
PROFILE**

- Travel patterns, special subscription-like fares for customers who frequent a particular route
- Family bundles
- Special assistance (i.e. meet and assist services etc..)

**Personalised  
offers**

- Varying perks and benefits ranging from discounted to free ancillaries, lounge access, onboard wi-fi
- Dynamic waivers of fees, charges
- Unlocking unique corporate discounts and promocodes



**CORPORATE  
TIERS**



**AGENT  
PROFILE**

- Negotiated discounts, fare products that are only meant for your customer base
- Unlocking special bundled offerings (i.e. packaged fare with ancillaries to push ancillary sales)



	EDIFACT Content	NDC/API Content
Fare Content	ATPCO Content Only (May include Private Fares)	+ MP discounts* (tactical + continuous price points), new fare products
Ancillaries Content	N/A	+ Seat Selection, Excess Baggage, etc with discount/bundling options  + more types of ancillaries to come
Booking Experience	Schedule via OAG, Fares via ATPCO	+ Calendar led shopping  + Potential to be further enriched with Rich Media, KF specific info
Others	Servicing based on GDS capabilities	Servicing based on ATC/ASC and NDC/API capabilities;  + Access to other functionalities via SQ prop. APIs (Check-in, etc)

\*Discounts off ATPCO fares; can be targeted to specific Office IDs, flight characteristics, customer profile information

**B**

## **ADDITIONAL INCENTIVES**

(rewarding for performance beyond current schemes)

### **1) Additional incentives for sale of flights**

- Based on flown pax-segments

### **2) Additional incentives for sale of ancillaries**

- Based on ancillary revenue



## SUPPORT FOR PARTNERS





## SERVICING SUPPORT



Via NDC Servicing Verbs



Bookings made via NDC can also be self-serviced on our website



24/7 dedicated helpdesk to manage servicing queries

## TECHNICAL SUPPORT

Dedicated mailbox to support technical queries.



Outages and/or scheduled maintenance work will also be broadcasted to partners' distribution list



24/7 dedicated technical support hotline to support technical queries



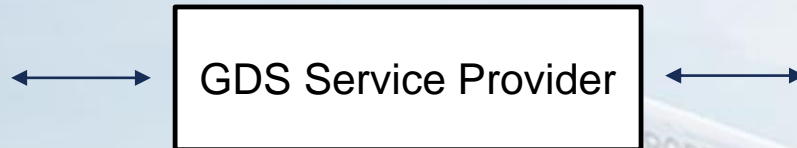
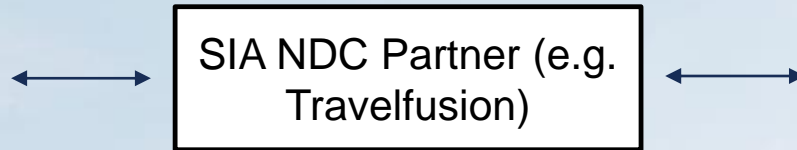
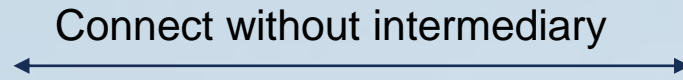


## WAYS FOR AGENTS TO CONNECT



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# WAYS FOR AGENTS TO CONNECT



3 Ways to connect to SIA NDC

Method of Connection	Control over Integration (Capabilities and Timelines)	Effort Required on Partner's End	Usage Costs	Content
<b>Direct Connect</b>	Good control over when and what to integrate	Requires Content Aggregation, UI Capabilities, etc	SIA do not charge a usage cost for NDC APIs	Exclusive NDC/API Content
<b>Connect via SIA NDC Tech Partner</b>	NDC Tech Partners already consuming SIA NDC content today	Dependent on Tech Partner	Dependent on Tech Partner	
<b>Connect via GDS Service Provider</b>	Limited control, Dependent on GDS roadmap and timeline	Dependent on GDS	Dependent on GDS	





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## Process for Direct Connect

## Access to generic sandbox environment

1. NDA + fill in Implementation Questionnaire
2. Generic Sandbox Environment details will be provided
3. Begin integration in generic sandbox environment (**optional\***)

## Access to partner-specific sandbox environment

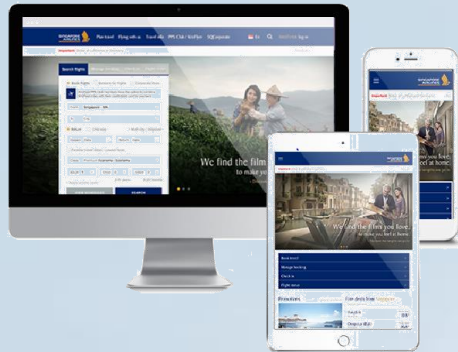
1. SIA will prioritise set-up of partner specific sandbox environment according to value partner brings to SIA in terms of distributing NDC content
2. Once the partner-specific sandbox environment has been set-up, partner to begin/complete integration
3. Support will be provided during this integration

## Access to SIA's live/production environment

1. Demonstrate evidence of successful integration; SIA to conduct UAT
2. Partner to sign necessary contracts and confirm commercials\*\*
3. Live environment details to be provided

\*UAT has to be done in partner-specific environment. Successful integration in Generic Environment does not guarantee the provision of a partner-specific environment

\*\* Can be started earlier, but must be completed before going live



Full list of API features



API Descriptions



Technical documentations



Sandbox to our generic environment \*upcoming\*

Visit the SIA's developers' portal at [developer.singaporeair.com](https://developer.singaporeair.com) for more information





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## Process for Connection via Aggregator / SIA Tech Partner

Submit Form to  
KrisConnect Mailbox

- Get connected to a SIA NDC Tech Partner
- Submit “NDC via Tech Partner” form to [KrisConnect@singaporeair.com.sg](mailto:KrisConnect@singaporeair.com.sg)

Get Approval from  
local SQ station

- SQ local station rep will contact you within two weeks of form submission for further discussion
- If/when SQ local station gives the approval, seller needs to sign SIA’s NDC agreement

Demonstrate  
evidence of successful  
integration

- Demonstrate evidence of making successful bookings via your platforms
- SQ local station to give approval for sale in local market

Start selling in  
Production  
Environment

- Gain access to SIA’s NDC content!

SIA NDC Technology Partner	Contact	Markets	Flight Content	Ancillary Content (Seats and/or Additional Baggage)	Payment via BSP	Payment Direct to SIA (via Customer Credit Card)	Change Order	Cancel Order
Travelfusion	Zhang Yigang (yigang@travelfusion.com)	Global	✓	✓	Y (Expected Live Date: Q2 2019)	Y (Expected Live Date: Q2 2019)	Y (Expected Live Date: Q2 2019)	Y (Expected Live Date: Q2 2019)
Verteil (Expected Live Date: Q2 2019)	Jerrin Jos (jerrin.jos@verteil.com)  Dominic George (dominic@verteil.com)	IN, JP	✓	✓	✓	✓	✓	✓
TP Connects (Expected Live Date: Q2 2019)	George Rajan (george@tpconnects.com)  Rajendran Vellapalath (rajendran@tpconnects.com)  Praveen Kumar (praveen@tpconnects.com)	IN, LK, AE, PH, BD, AU, ID, US, DE, TR, IT, UK	✓	✓	✓	✓	✓	✓
HitchHiker (Expected Live Date: Q2 2019)	Matt Grieve (rmgrieve@hitchhiker.net)	SG, AE, AU, CH, CN, DE, NE, UK, US,	✓	✓	✓	✓	✓	✓
Aaron Group (Expected Live Date: Q2 2019)	Petr Duchek (duchek@aarongroup.net)	Eastern Europe	✓	✓	✓	✓	✓	✓
PKFare (Expected Live Date: Q3 2019)	Jack Wei (jack.wei@pkfare.com)  Cathy Cheng (cathy.cheng@pkfare.com)	SG, CN, HK	✓	X	✓	✓	X	✓
Airlines Technology (Expected Live Date: Q3 2019)	Varun Bansal (varun@airlinestech.com)	SG, UK, AU, IN	✓	✓	✓	✓	✓	✓
Atrii (Expected Live Date: Q3 2019)	Alon Meisels (alon@atrii.com)  Eran Shitrit (eran@atrii.com)	SG, AU, HK, US, Europe	✓	✓	✓	✓	✓	✓
TravelINDC (Expected Live Date: Q3 2019)	Kyle Wang (kyle@travelIndc.com)	SG, CN, HK	✓	✓	✓	✓	✓	✓
Zillious (Expected Live Date: Q3 2019)	Rajan B (rajan@zillious.com)	SG, IN, PH, ID, AE, AU, NZ	✓	✓	✓	✓	✓	✓

**THANK YOU**