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# IBS' iFly Res at the forefront of the New Distribution Capability (NDC) World

- The first PSS to natively support NDC



iFly Res, IBS' new generation PSS platform is now the first PSS in the industry to natively support NDC. IBS in partnership with Travelfusion, a leading innovator in direct distribution model, recently demonstrated a prototype solution supporting shopping and booking flows for Blue Panorama (Italy) and Vanilla Air (Japan).

NDC compliant API integration between iFly Res and Travelfusion facilitated the shopping and booking flows. With NDC native support in iFly Res, NDC enablement happens within the PSS box; there is no need for a separate NDC enabler to sit between the airline PSS and the external system.

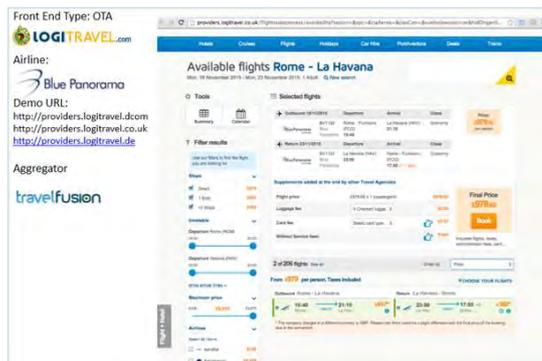


Figure: Blue Panorama flights on display, front End – logitravel.com, Aggregator – travelfusion

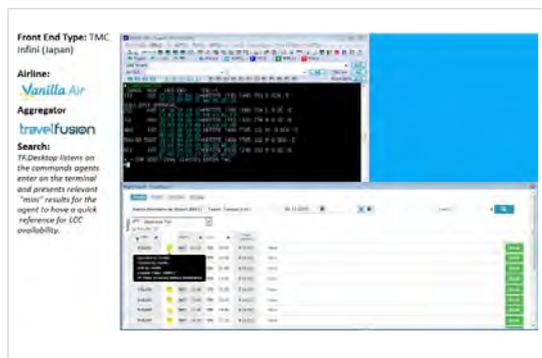


Figure: Vanilla Airlines flights on display, front End – Infini, Aggregator – travelfusion

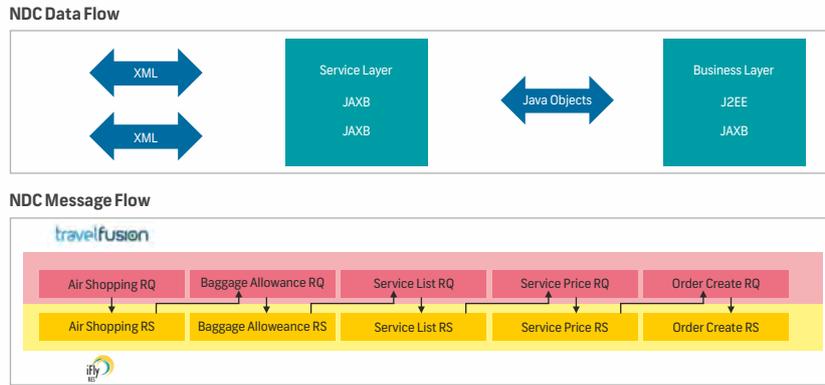


Figure: NDC Data Flow and NDC Message Flow

Current PSS solutions struggle due to limited API capabilities and constraints in exposing varied product attributes and categories across distribution channels. Recognizing these limitations, some PSS vendors have gone about implementing 'NDC adaptors' which sit between the outside world and the PSS environment. While this approach definitely opens up communication between systems based on NDC standards, the potential benefits of an NDC approach cannot be fully realized due to the following issues:

- limitations in the quantum of PSS functions that can support NDC
- potential system performance drops due to latency between two layers

With native support of NDC, iFly Res is at the forefront for supporting airlines to transition from the current set of legacy order taking platforms to flexible air retailing platforms, by avoiding the above mentioned issues.

NDC is a set of XML based standards, which are being created to let airlines regain control of how third parties sell their products and services. With NDC, airlines and third parties such as GDSs, TMCs, OTAs (Online Travel Agents), will use a common set of standards that will allow them to access and sell the rich air content that airlines are already selling through their direct channels; enhancing the quality of communication between the different parties.

Travel retailing will be transformed by enabling product differentiation and time-to-market, providing access to full and rich air content, and facilitating transparent shopping experience.

IBS' iFly Res is a completely new generation PSS, unhindered by legacy technology. Right from its inception, iFly Res has been ahead of the technology curve with an open architecture based on Java & Oracle. iFly Res has always supported retailing through online channels using NDC principles. With extensive API access, including 135 booking functions and 38 check-in functions, iFly Res provides tremendous power for airlines to promote and differentiate their products to customers through online and other direct channels. With the technology building blocks well in place, IBS could easily implement NDC support framework within the iFly Res application.

IBS is an active participant in NDC forums and contributor to NDC standards. Since 2013 IBS is active member in the IATA NDC DDX Working Group. IBS is also a member of IATA NDC PDG Advisory Forum.

While other providers have to start from scratch and overhaul their entire IT ecosystems platforms to adapt to the shift to NDC, iFly Res is poised and ready for the future, today!

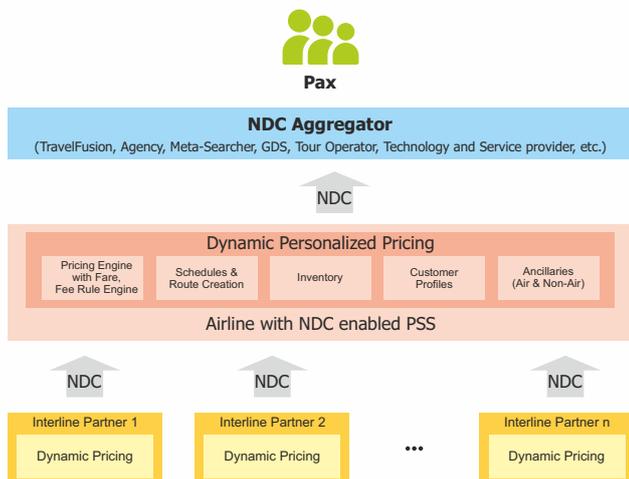


Figure: New PSS Architecture with NDC enabled iFly Res



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