

The event starts soon!

- **Submit questions** by selecting the Q&A feature on the top right of your screen (the moderator will inform when the feature is open)
- Type your question in the compose box and hit “send”
- To submit anonymously, select “ask Anonymously”
- Not all questions may be published or answered
- Upvote questions you want asked

The Virtual Developer Bench

The Developer Experience Team

27 July 2021





VIRTUAL Developer Bench



Going Beyond NDC with the
Sabre Offer and Order APIs

The Developer Experience Team

2021



27 July 2021

Presenters



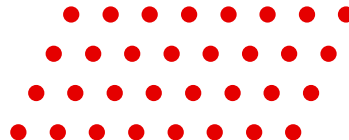
Andrew Krush

NDC Partnerships Manager



Nigel Hughes

NDC Product Manager



The Virtual Developer Bench



The Virtual Developer Bench is the developer's opportunity to engage *directly* with the Sabre experts who know their product inside and out.

By the end of today's call you will:

- Understand the value of NDC across the travel ecosystem
- See new concepts, such as offers, orders and the “shopping-led” workflow
- Learn about current and planned capabilities
- View a technical deep dive and demo of the APIs
- Receive answers to your questions



Sabre

Andrew Krush
NDC Partnerships

Nigel Hughes
NDC Product Manager

30 June 2021

B E Y O N D N D C

Virtual Developer Bench

Our time
today

CONTEXT: NDC FOUNDATIONS

STRATEGY: GOING BEYOND NDC

ORDERING

DEMO

Q&A





“We are *fully committed* not only to incorporating NDC standards, but giving them broader application so that airlines, agencies and consumers will get the full benefit of what NDC intends to accomplish.”

Sean Menke
President and CEO, Sabre

Marketplace dynamics are driving the need for new retailing and distribution capabilities



Airlines

Revenue growth
Differentiation
Speed to market



Agencies

Content access
End-to-end support
Efficiency



Corporations

Policy compliance
Traveler experience
Cost controls



Travelers

Rising expectations
Relevancy
Self-service

HEALTH AND SAFETY

NDC enables the GDS to distribute more types of offers

Traditional GDS
Static filed information



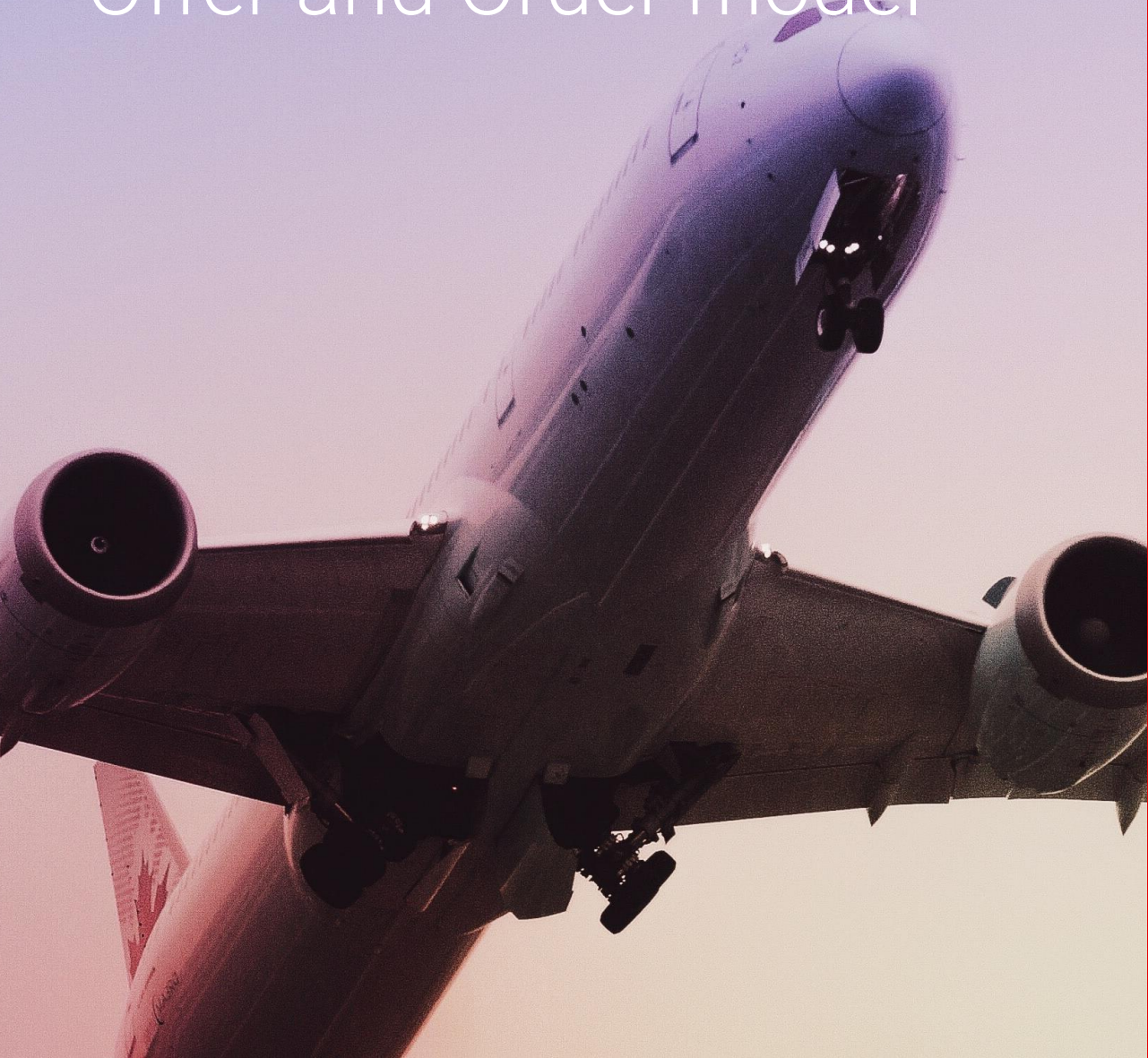
More Dynamic Offers
Air + Ancillaries



Personalized Offers
Air + Hotel + Ground + Other



NDC introduces a new Offer and Order model



OFFERS

Offers

Generated by airlines

Offer IDs

Unique identifiers

Offer Store

Sabre repository for
Offers, Offer IDs, prices

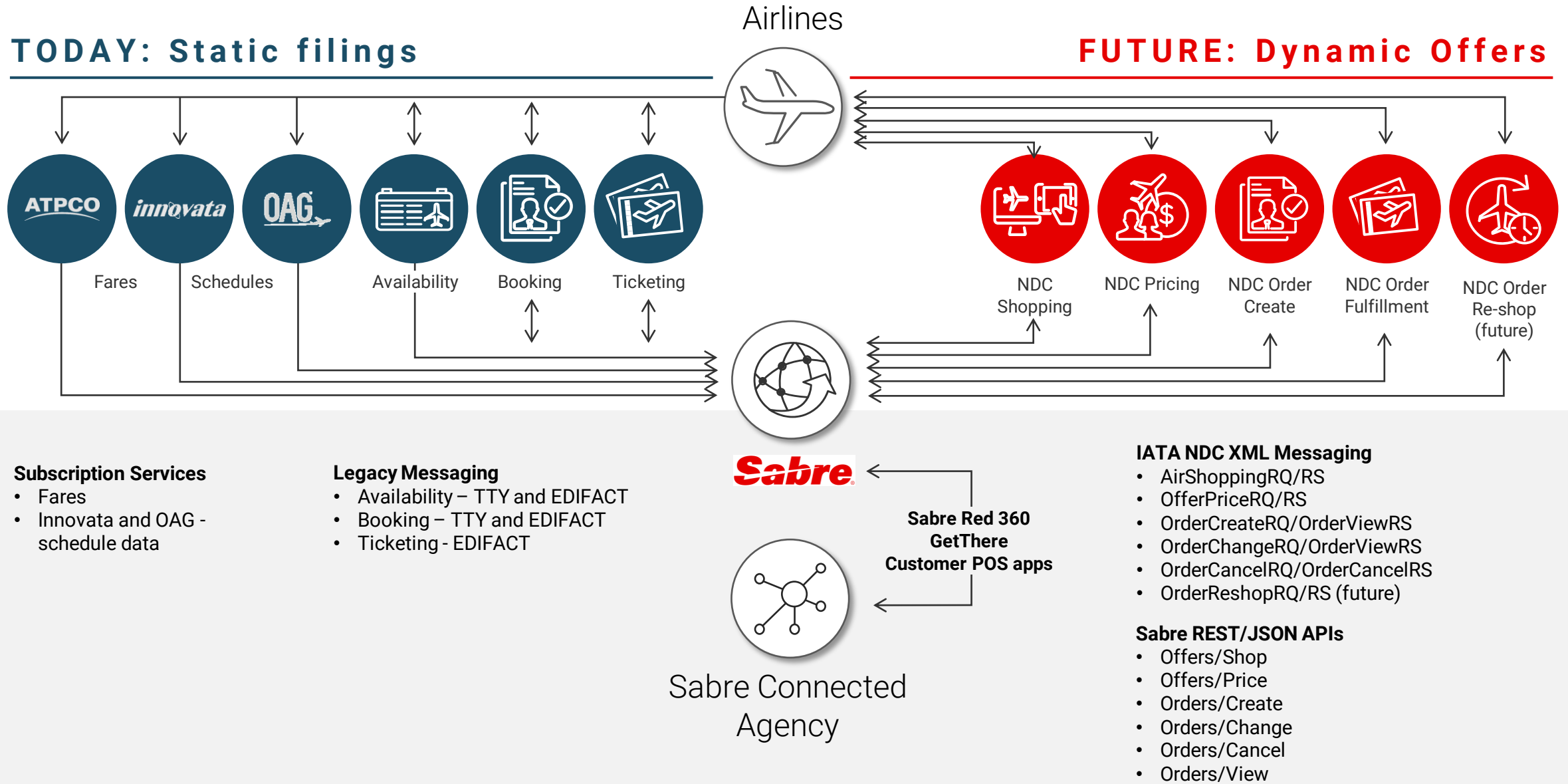
ORDERS

Orders

Order IDs

Order Management System (OMS)

Distribution evolution



What NDC enables



Product differentiation and faster time-to-market



Access to rich content



Consistent experience

IATA NDC Certification Levels



NDC Capable: IT providers (Sabre – Level 4)

NDC Certified: Seller, airline and aggregator (Sabre – Level 4)

Beyond NDC Roadmap



2018

2019

2020

2021+

Align and define

- Established team
- Defined approach
- Enrolled partners
- Began development
- Achieved NDC Level 3 certifications

Launch and learn

- Released first APIs with United Airlines
- Achieved ONE Order certifications
- Agency testing
- Start Sabre Red 360, GetThere and Digital Connect integration

Refine and streamline

- Ensure end-to-end workflow support
- Optimize performance
- Pursue IATA Level 4 certification
- Add airlines to support IATA's Leaderboard 2020 initiative

Scale and retail

- Distribute NDC content at scale
- Pursue NDC@Scale certification
- Continue integrations
- Focus on personalized retailing and data and analytics

Beyond NDC
Partners



Our time
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We are going Beyond NDC

Enabling
intelligent retailing

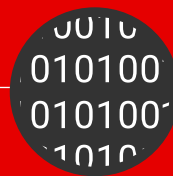
Ensuring key
agency operations

Partnering across
the value chain



Offer and
Order APIs

API-led development



Sabre Dev Studio

Sabre Red 360

GetThere

**Seamless
experience:**
integrated,
normalized
content





Conversations with 25+ airlines

Content in production

American Airlines 
PRODUCTION PILOT

 **QANTAS** | DISTRIBUTION
PLATFORM
GENERALLY AVAILABLE

**SINGAPORE
AIRLINES** 
GENERALLY AVAILABLE

UNITED 
PRODUCTION PILOT



NDC API Capabilities

SHOP
PRICE
BOOK
PAY
CANCEL
VOID
REFUND

EXCHANGE (Q4 TARGET)
SEATS (2H2021 TARGET)

Focus Areas

End-to-end workflow enablement

Show me the unique content!

User interface design

Performance and stability



Our time
today

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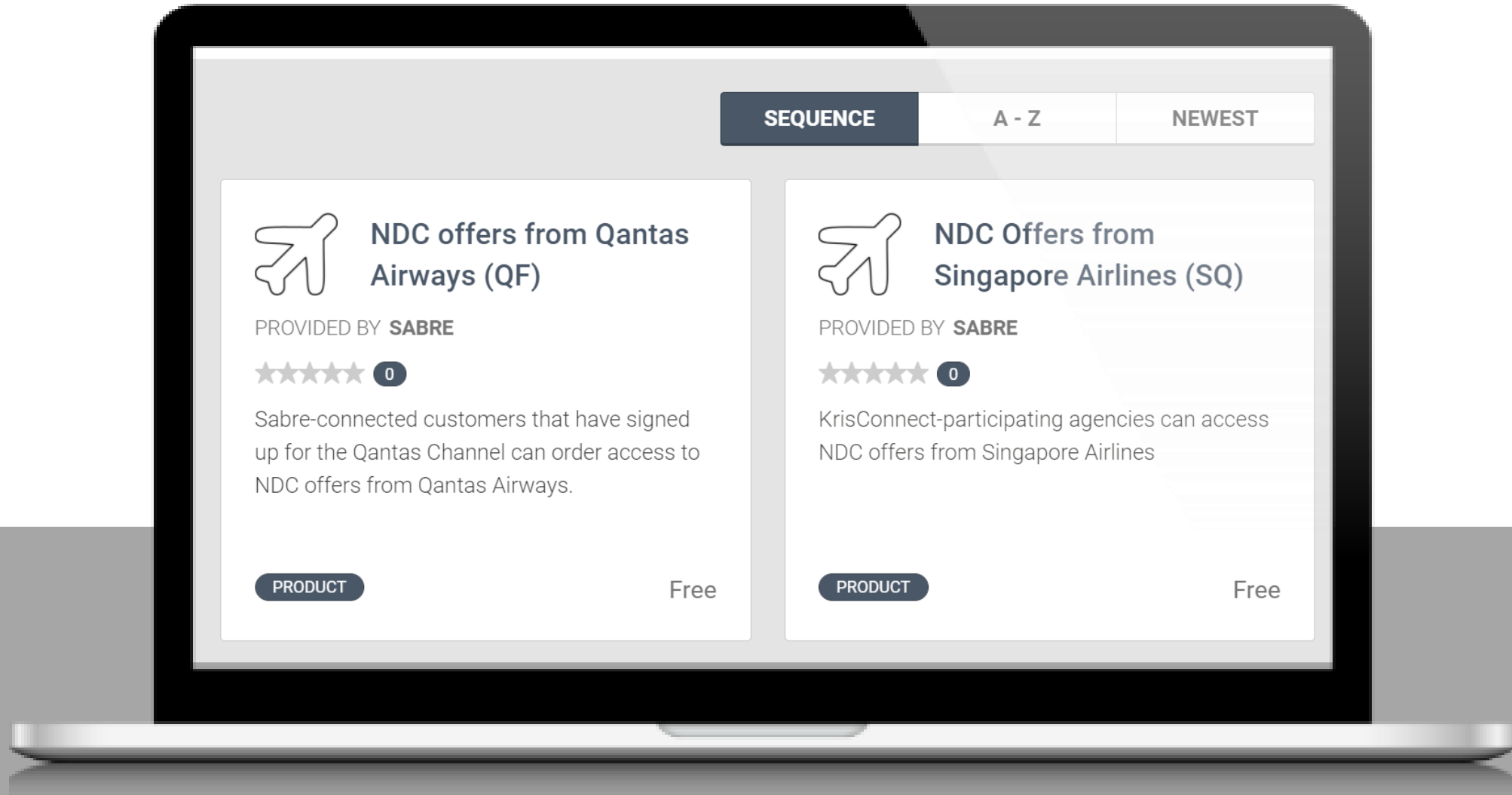
ORDERING

DEMO

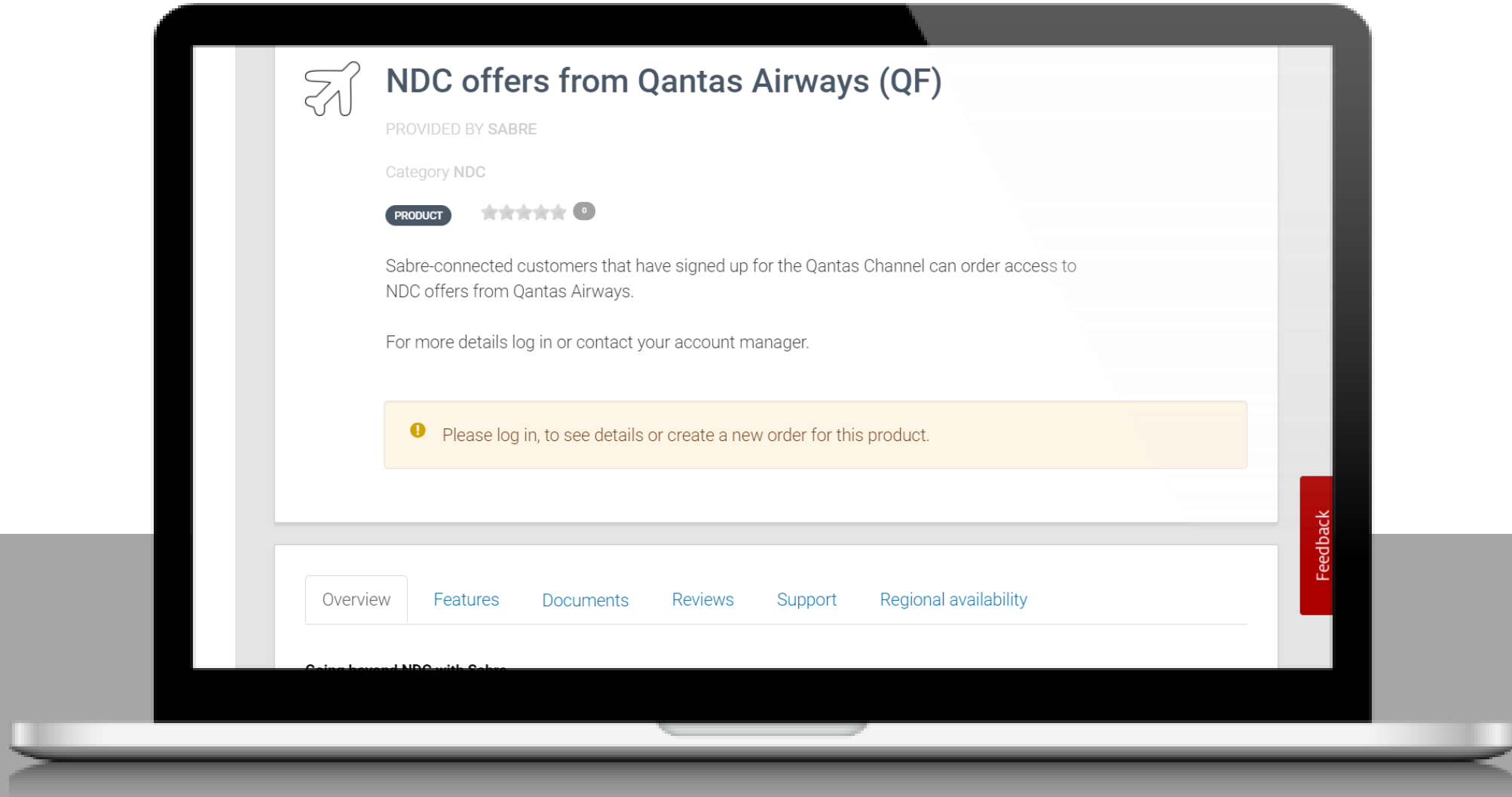
Q&A



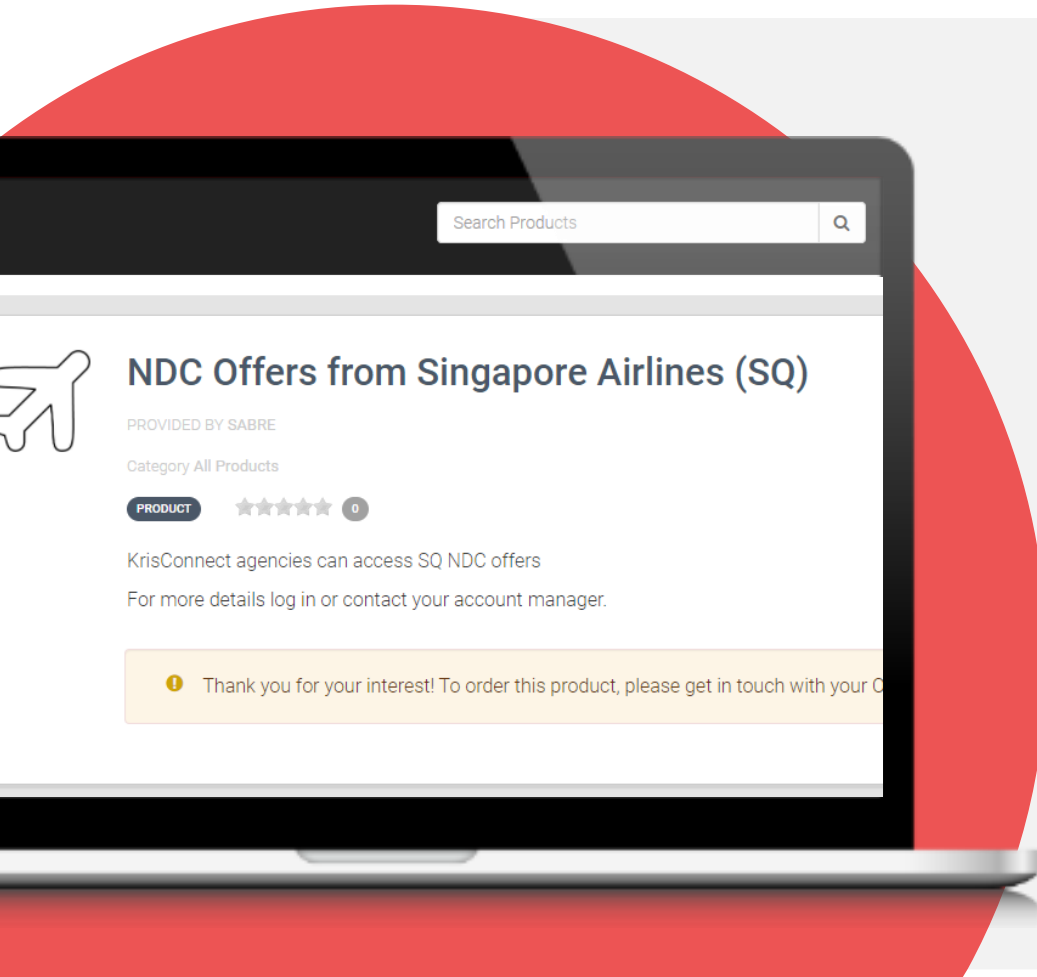
Step 1 | Visit Sabre Central Marketplace



Step 2 | Review airline-specific pages



Step 3 | Review ordering process and place orders

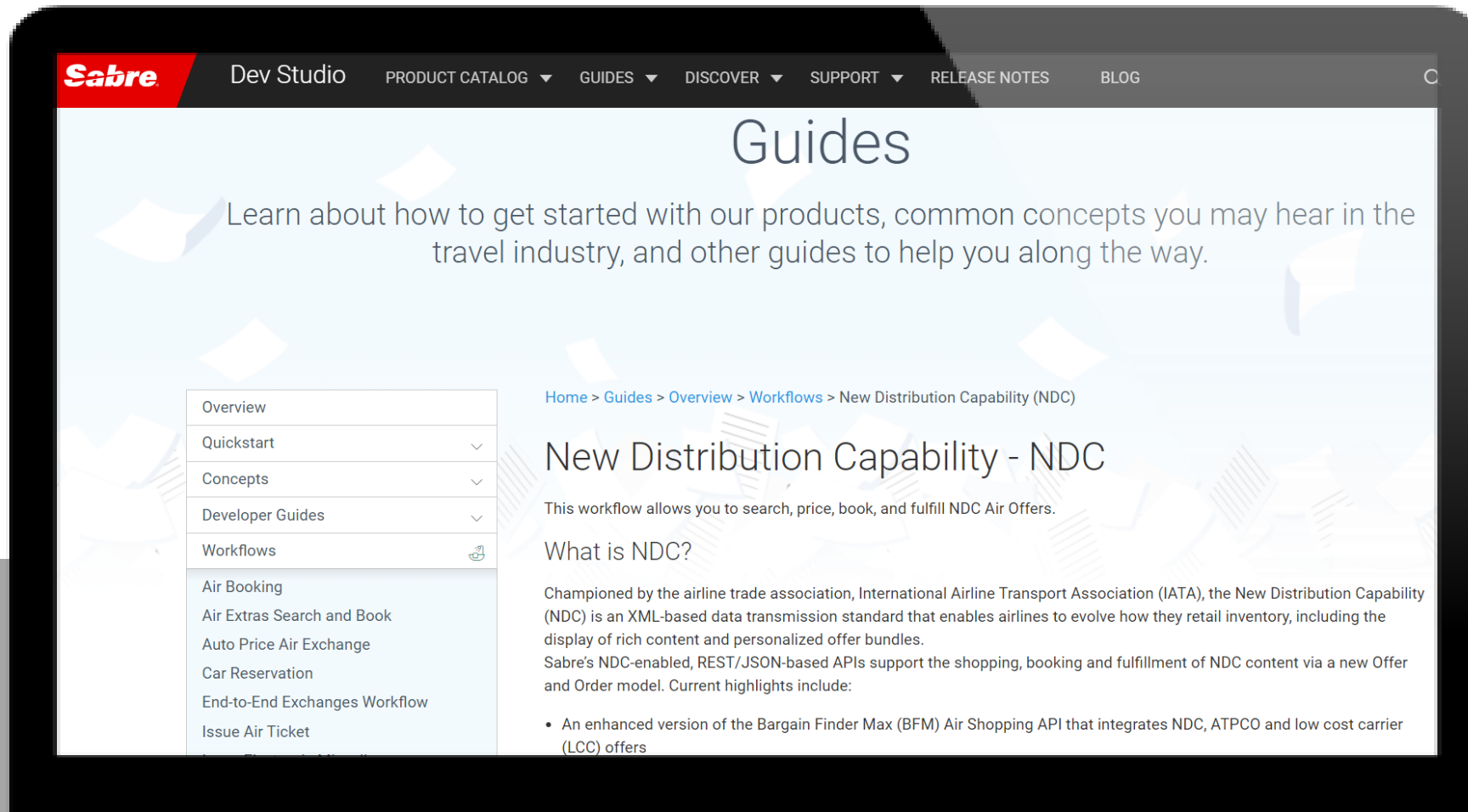


You will need the following information to submit an order:

- Company name
- Headquarters country
- PCCs
- IATA number

Step 4 | Review Sabre Dev Studio NDC entry

<https://developer.sabre.com/guides/travel-agency/workflows/New-Distribution-Capability-NDC>



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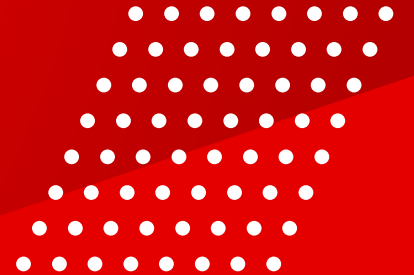
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Q&A



Q&A



Thank you!



Start accessing NDC content with Sabre APIs

Sabre is committed to going beyond NDC

Content normalization and workflow integration are key

Register for airline-specific NDC programs

Place orders for Sabre Offer & Order APIs via Sabre Central Marketplace

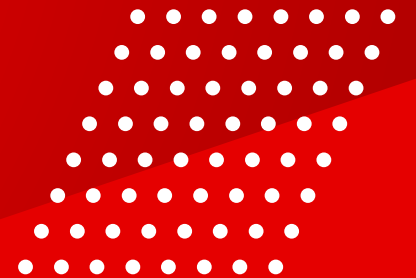
Continued progress activating new airlines, capabilities and markets

FEEDBACK



Have a suggestion for the next Virtual Developer Bench? Looking to provide feedback?

Contact us at VirtualDeveloperBench@sabre.com!



Sabre®