RESOLUTION 787

ENHANCED AIRLINE DISTRIBUTION
(new)

PSC(34)787

Expiry: Indefinite
Type: B

RESOLVED that,

Members and/or systems providers may, for online or interline carriage, provide capability to offer a wide selection of their products and services to their customers through a wide variety of distribution channels. Members and/or systems providers shall apply the following procedures when distributing enhanced content through multiple channels of distribution with their many partners.


OBJECTIVES

1.   General

IATA standards and procedures allow airlines to better manage the distribution of their range of products and services that they wish to provide in an effective way, irrespective of the distribution channel. Enhanced standards are necessary to enable airlines to move to a dynamic content distribution model. This model recognizes that airlines and their customers need more real time dynamic interaction between all parties: airlines, distributors and travel agents so they can offer an intelligent response for all products based on who is asking. Acknowledging that a management group is required to oversee the development of new passenger distribution processes and standards, a Passenger Distribution Management Group is established in accordance with the provisions as published in Attachment "A".

1.1   Scope

This resolution recognizes that a standard process is required for airlines to create their own product offer within their own systems (i.e. assemble fares, schedules and availability - all in one transaction) which will be provided directly by and owned by the airline. This will enable more agile pricing and more personalized offerings. In this way, all product offers (including ancillaries) will be available for distribution through all channels that an airline wishes to sell them through. In this regard, this IATA standard will enable the creation of a Dynamic Airline Shopping engine Application Programme Interface (DAS API) based on IATA XML messages. The focus of this resolution will describe the main business processes that are required to support it.

Distribution Capability Landscape
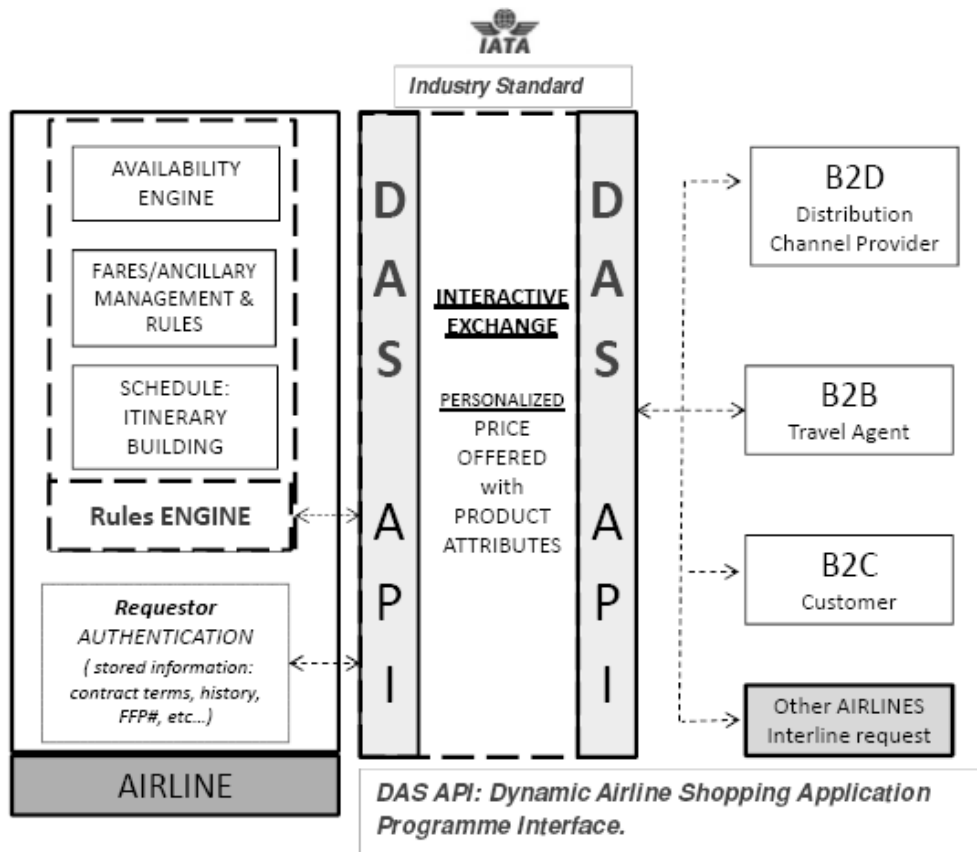
The diagram above represents the Distribution Capability landscape that will provide an interactive exchange based on knowing who is making the request irrespective of the distribution channel being used. This may involve, but not be limited to requests from passengers, agents, interline partners, and other distribution channel providers who may provide solutions to their own subscribers. Requests shall be sent using industry standard messages from the distribution channel provider to the airline's dynamic shopping engine. Airlines will determine what product offer to return in the response based on attributes that have been sent in the request. Solution providers shall be capable of providing interactive messaging to an airline's DAS API in accordance with industry standard messaging.

1.2 Key Principles

1.2.1 Business and technical standards shall enable airlines to distribute products across all channels and allow airlines to independently offer dynamic shopping/pricing through any channel.

1.2.2 Underlying messaging standards will use modern messaging technology (e.g. XML) as the most suitable and readily available messaging standard to support technologies. PADIS message standards shall be used for the transmission of data. Development of messaging standards shall be in accordance with the provisions of Resolution 783.

1.2.3. Such standards shall enable any third party (approved) channel to access airline content directly from the carrier.

1.2.4 With due consideration for established business processes, procedures and current system functionality, there should be no constraints driven by any requirement for backwards compatibility. Airlines may wish to establish a roadmap for migration showing justification for backwards compatibility only if there is a defined business need.

1.2.5 Enhanced Airline Distribution shall:

1.2.5.1 allow individual carriers to determine its own prices and the nature of those products offered, depending on who the requestor is and what they are requesting. This will require authentication and the provision of historical data based on previous transactions,

1.2.5.2 facilitate the implementation of a 'shopping basket' capability concept allowing for the consumer to add or remove items from their basket as they choose. Each of these choices can trigger a "re-pricing" of the offer(s) provided by the airline,

1.2.5.3 support distribution of new products as well as changes and amendments of existing orders,

1.2.5.4 facilitate a transparent display of products being offered and enable comparison among different products, benefiting the consumer,

1.2.5.6 ensure authentication requests for product or services include all applicable IDs, such as IATA number, passengers Frequent Flyer number, valid email address or any other acceptable form of identification that is flexible to the individual carrier.

1.2.6 All data will be distributed across all channels, subject to the terms and conditions determined by the airline distributing the content.

1.2.7 This distribution model assumes that each airline distributing its individual products and services is the owner of its own content.

1.2.8 Product attributes structure should be standardized to facilitate consistent display of the product offer on third party web sites.

1.2.9 Any cost attributable to this new business model, from IT research development to implementation/operation, will not be incumbent on Members who do not wish to adopt it.

2.   DEFINITIONS

For the purpose of this resolution the following definitions will apply:

2.1 ANCILLARY SERVICES means anything outside of product attributes (optional or discounted).

2.2 AUTHENTICATION means the process by which a system identifies an individual or a business entity to make sure that the user or the business entity is who they claim to be, based on attributes that are sent in a message.

2.3 DYNAMIC AIRLINE SHOPPING APPLICATION PROGRAMME INTERFACE (DAS API) means a set of routines, protocols and tools for building software applications capable of processing interactive messages from a requester to an airline rules engine.

2.4 EXTENSIBLE MARK-UP LANGUAGE (XML) means a simple, flexible mark-up language which enables the exchange of a wide variety of data on the internet and supports the implementation of a wide range of web services.

2.5 INTERMEDIARIES means any entity that has the capability to interface with an airline's DAS API (e.g. metasearch engines, distribution channel IT solution providers, travel agents including online agencies, travel management and corporate travel companies, high street agencies, specialist agencies, tour and cruise line providers) and interline partners making a booking request.

2.6 PRODUCT ATTRIBUTES means what is bundled and included in the fare, e.g. flat bed seat, in-flight entertainment, pre-reserved seating, meals etc.

2.7 PRODUCT OFFER means the response including product attributes and ancillary services capable of being displayed in the requesting system.

2.8 RULES ENGINE means the repository of an airline's business rules capable of receiving and responding to requests to provide a product offer.

3.   BUSINESS PROCESS DESCRIPTION

3.1. The Business Process Description comprises the following:

3.1.1 Authenticate and Shop Process Description

3.1.1.1 The authentication and shopping process is a dialogue that is generated from a direct or indirect distribution channel to an airline rules engine via a DAS API to request a product offer from a carrier and will allow such carrier to respond with the offer based on the information received in the request. The request shall include but not be limited to:

> **3.1.1.1.1** data to identify who is making the request where an intermediary is present. Data may include, but not be limited to:
>
> > specific IATA number (generic numbers shall not be sent),
> > agent's pseudo city code,
> > electronic reservations service provider number,
> > corporate or group identification,
> > type of trip (e.g. leisure or business).
>
> **3.1.1.1.2** data to identify on whose behalf the request is being made. Data may include, but not be limited to:
>
> > Name/Age/Marital Status,
> > Contact Details,
> > Frequent Flyer Number or Profile number,
> > Customer Type (e.g. adult/child),
> > Travel History,
> > Nationality,
> > Shopping History,
> > Previously Purchased Services.
>
> **3.1.1.1.3** attributes data for what is requested. Data may include, but not be limited to:
>
> > `   Point of Sale,
> > Travel Dates,
> > Origin and Destination,
> > `   Number of Passengers and passenger type,
> > Trip type (e.g. open, round trip, one way).

3.1.1.2 Personal information that may be passed will be as bilaterally or multilaterally agreed with due consideration for compliance with all government privacy laws.

3.1.1.3 Upon receipt of a request, the carrier shall respond with a product offer. The offer should include but not be limited to:

> unique request identifier,
> a description of the product attributes,
> a list of optional ancillaries for example,
>> bundle information,
>> name of optional ancillaries,
>> charges,
>> link if applicable,
> discounts and special offers *(optional),*
> product availability warnings *(optional),*
> promotional codes and discounts *(optional),*
> terms and conditions associated with the offer,
> expiration of offer.

3.1.1.4 Multiple repetitions of this dialogue process shall be provided.

3.1.2 Order Process Description

The Order Process is a dialogue that is generated from a direct or indirect distribution channel to an airline rules engine via a DAS API that will confirm the commitment to purchase. This may also include payment information. The order process will provide the carrier the opportunity to fulfill the transaction, create the booking record, issue the document(s) and respond with confirmations.

3.1.2.1 The commitment to purchase data to enable the booking to be made may include but not be limited to:

> passenger details,
> name,
> address,

> date of birth,
> gender,
> passenger profile information,
> frequent traveler number,
> ` special requests,
> payment information if applicable.

3.1.2.2 upon receipt of an order, if payment information is not received, carriers shall respond with either a request for payment or an option to hold the product offer either with or without a fee.

3.1.2.3 upon receipt of payment data, carriers will create the reservations records and issue the traffic documents (electronic tickets and/or electronic miscellaneous documents as applicable) and respond with a confirmation. This confirmation should include but not be limited to:

> Ticketing Information and receipts in accordance with the provisions of Resolutions 722f, 722g, 725f or 725g as applicable,
> Terms and Conditions of the offer,
> Legal Notices.

3.1.2.4 Carriers, that have confirmed or requested interline space shall ensure that reservations and ticketing data is communicated to their interline partners in accordance with the provisions of standard industry messages published in AIRIMP-Passenger and the UN EDIFACT and XML standards as published by IATA under the provisions of Resolution 783.

3.1.3 Change Process Description

3.1.3.1 The Change Process is a dialogue that is generated from a direct or indirect distribution channel to an airline rules engine via a DAS API that will request a modification, addition, cancellation or refund to an existing confirmed order. The request shall include data that enables a carrier to identify the original order. The request shall also include authentication and attributes data as shown in 3.1.1.1.1 through 3.1.1.1.3.

3.1.3.2 Upon receipt of a change request, carriers may revise the product offer and respond back to the requestor. Carriers shall respond based on the provisions of 3.1.1.3 or deny the change request.

3.1.3.3 Changes to interline bookings should be effected in accordance with the provisions of paragraph 3.1.2.4.

3.1.3.4 Fulfillment of a revised order shall be in accordance with the provisions of 3.1.2.

Attachment A

PASSENGER DISTRIBUTION MANAGEMENT GROUP

1.   ESTABLISHMENT OF THE MANAGEMENT GROUP

A Passenger Distribution Management Group hereinafter referred to as the Management Group is established for managing the development of passenger distribution processes and standards as published in IATA Resolutions and Recommended Practices, and the development of modern technology messaging standards (e.g. XML) under the provisions of Resolution 783.

The Management Group shall report to the Joint A4A/IATA Passenger Services Conference (JPSC) and shall consist of up to fifteen (15) members appointed by the JPSC. The Management Group shall include representatives from airlines and shall be able to invite other interested parties (e.g. IATA Strategic Partners and all other third party industry stakeholders) as required from time to time to reflect the multi-stakeholder nature of the passenger distribution process.

The JPSC will ensure that the membership is so constituted that adequate expertise is maintained.

2.   FUNCTIONS OF THE MANAGEMENT GROUP

The main functions of the Management Group are:

2.1   to review and approve proposed additions, changes and deletions to the key principles of passenger distribution;

2.2   to manage the development of processes and standards;

2.3   to submit an annual report of its activities to the JPSC meeting;

2.4   to liaise closely with other A4A and IATA Committees impacting on passenger distribution standards.

3. MEETINGS OF THE MANAGEMENT GROUP

3.1   The Management Group shall meet as required but not less than once per year. A quorum shall consist of not less than one-third of the Management Group members.

3.2   The Management Group shall elect its own Chair-Person and Vice-Chairperson from IATA and A4A member airlines.

3.3 Any IATA or A4A Member who is not a member of the Management Group may attend Management Group meetings and may vote on any issue except the nomination of officers.

3.4 Decisions of the Management Group shall be by an 80% positive vote of the IATA and A4A Members present at the meeting and entitled to vote. Abstentions do not count in the voting.

3.5 The Management Group shall determine its own working procedures and may establish sub-groups as it determines necessary.

4. AMENDMENT PROCEDURES

4.1 Proposals to amend the passenger distribution standards may be submitted by the passenger distribution sub-groups, any A4A or IATA Member, or members of the IATA Strategic Partners Program.

4.2 The Management Group shall consider all such proposals and shall act upon them as follows:

4.2.1 Adopt the proposal if accepted by 80% of the IATA and A4A Members entitled to vote on such proposals;

4.2.2 Reject the proposal;

4.2.3 Refer the proposal to the next Management Group meeting for further review;

4.2.4 If the proposal is in conflict with existing industry standards, refer the proposal to the next meeting of the JPSC for further review and resolution.

4.3 All amendments agreed by the Management Group shall be circulated to all IATA and A4A Members within thirty (30) days of the Management Group meeting.

4.4 In determination of its working procedures, the Management Group may utilize a mail vote procedure to progress proposals to amend passenger distribution standards between Management Group meetings. Utilization of the mail vote procedure is limited to amendments of an urgent nature and which are requested by or supported by five (5) or more Management Group members. Adoption of proposals using the mail vote procedure will follow the above amendment procedures.

4.5 Amendments endorsed by the Management Group shall be forwarded to the JPSC for final adoption.

5.   PASSENGER DISTRIBUTION IMPLEMENTATION MANUAL

Whilst developing and enhancing the resolutions and messaging standards for the implementation of enhanced airline distribution it is acknowledged that there are a number of items that, whilst not appropriate for inclusion in the resolution text, are fundamental to obtaining a clear understanding of how enhanced passenger distribution is implemented.

Further, given the variety of stakeholders, there is significant benefit in documenting various aspects of the overall processes to promote a common understanding and standardized approach to enhanced distribution implementation. Consequently the Management Group shall oversee the development of a Passenger Distribution Manual which provides clarifications and explanations of the functions related to Enhanced Airline Distribution as well as guidelines and best practices in accordance with the requirements as documented in this resolution.

5.1 The Passenger Distribution Implementation Manual shall contain:

- An end-to-end Passenger Process,
- A Passenger Process Toolbox covering the end-to-end process,
- Recommended Practices,
- Technical Specifications,
- Implementation Guides,
- Templates for Service Level Agreements.

5.2 A new edition of the Passenger Distribution Implementation Manual shall be issued as and when determined by the Management Group and in consultation with the Secretariat.