



The multichannel approach

# IATA Business Travel Summit

June 2021 | IATA Business Travel Summit

Delivering what really matters™

# Introduction



**Katie Skitterall**

Director of Sales &  
Operations UK



**Scott Wylie**

Group Director of Software  
Development

# ATPI's multichannel approach in action globally



## GDS

"As a valued customer of ATPI, I was proud to have been the 1st booked and flown traveler on a QF NDC booking. The ATPI team were **quickly and effortlessly able to offer me the best flight options and quotes to match my itinerary, ensuring my check-in, boarding and flight were seamless.** With ATPI, Travelport are looking forward to the next evolution of Qantas NDC including extended merchandising, differentiated content and targeted corporate and personalized offers."

**Daniel Rowley – Customer Success Manager, Travelport**



## Lufthansa

## ATPI Mercury

"As a major supplier of marine fare content to customers around the world, ATPI and Lufthansa Group airlines teamed up to develop a unique customer experience. **Through Lufthansa Group airlines' Direct NDC API, ATPI customers gain access to their attractive NDC Smart Offer and thus exclusive NDC marine content.** ATPI and Lufthansa Group airlines share the vision and ambition to fostering modern airline retailing, creating tangible value and pave the way for future-fit business relationships."

**Lufthansa Group**



## Travelfusion

"We are pleased to confirm that pre pandemic (when we were flying!) **ATPI were quick to offer us NDC content on British Airways. Our travellers are highly sensitive to price and regularly benchmark the fares offered to them.** ATPI enabled us to book this content seamlessly and easily in the Concur booking tool thereby giving our travellers confidence in the parity with BA.com."

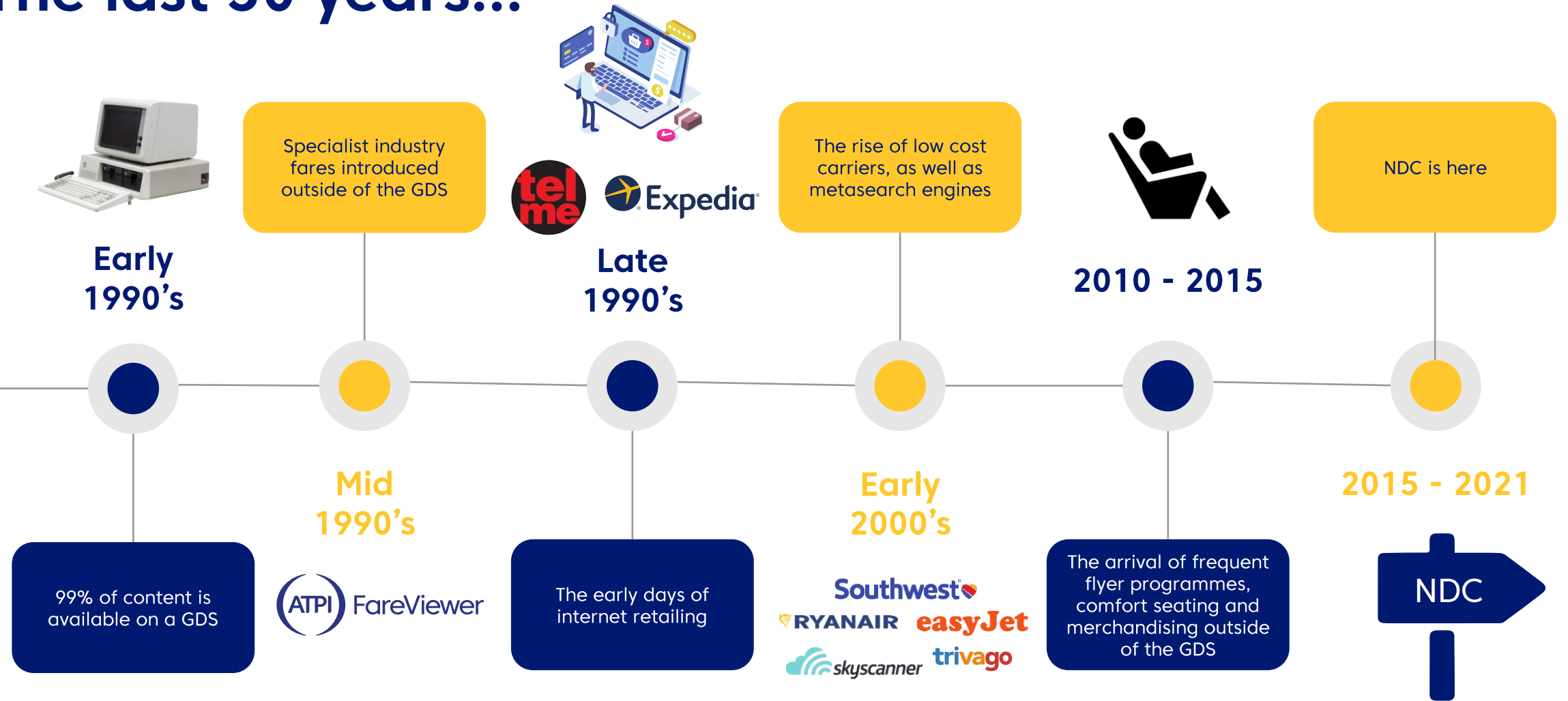
**Value Retail, Travel Manager**

# Why is a multichannel approach important to ATPI?





# The last 30 years...



# Where does this leave ATPI with content?

Traditional approach followed by most TMCs



Content for multinational, SME  
and specialist industries (marine)

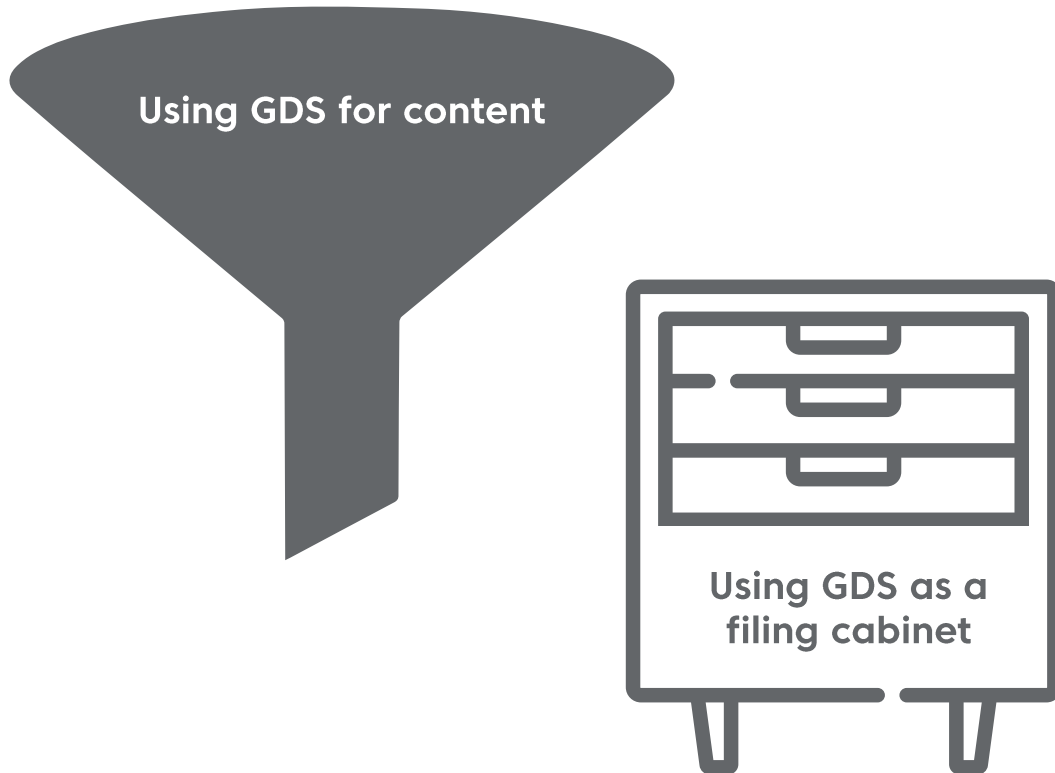
The ATPI multichannel & integrated approach



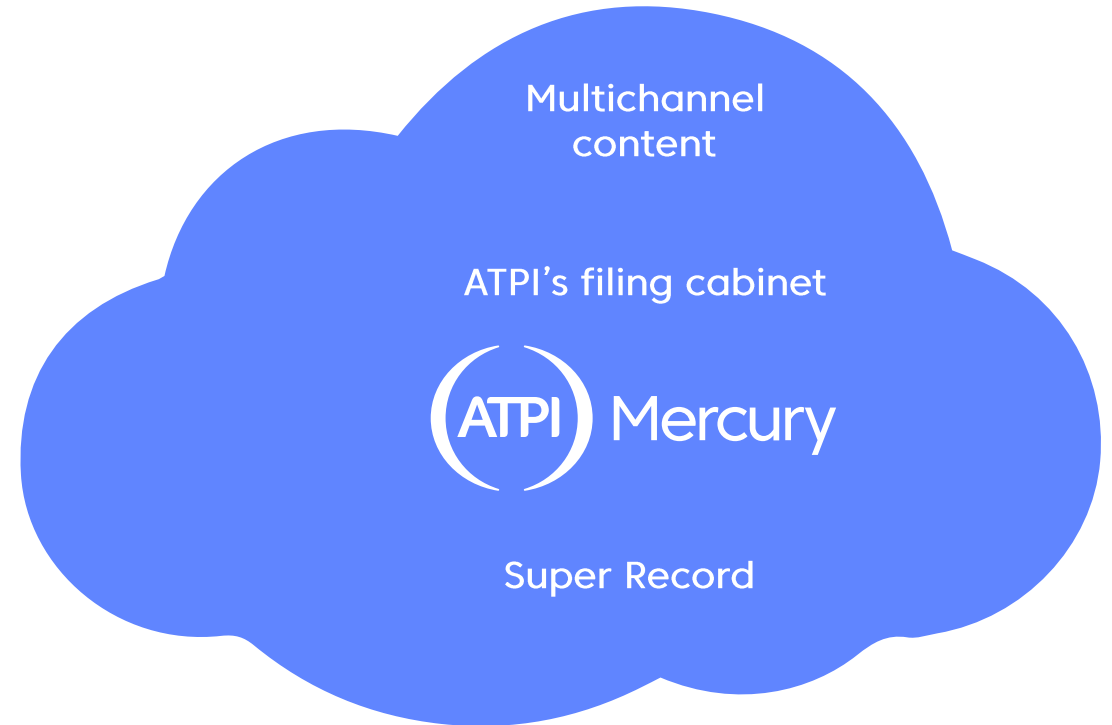
Content for all

# How does ATPI manage their approach differently for content and storage?

Traditional approach / other TMCs



The ATPI multichannel & integrated approach



# The demand for content with an ever changing demographic...



A sports loving couple with a young child



A large multi-generational family with varied interests

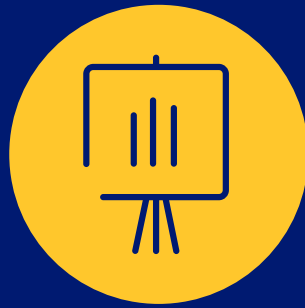




# What does this mean for our customers?



A more cost-effective solution



Greater choice



Content from multiple sources



Future proofing travel programmes



Reducing the challenges procurement / travel managers experience in using a TMC

A man in a dark suit, white shirt, and dark tie is sitting in the driver's seat of a car. He is looking down at a laptop computer. The image has a blue overlay. The text "Thank you..." is centered over the image.

# Thank you...

Find out more at [atpi.com](https://atpi.com) or get in contact on

[hello@atpi.com](mailto:hello@atpi.com)