



New Distribution Capability

Commercial User Guide

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Disclaimer

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Please note that this document is for information only and does not necessarily imply that British Airways will be allowing the reader to access its APIs. All information on how to get access to the APIs can be found on <http://developer.ba.com>

As British Airways implements new products and features through NDC, this document will be updated. British Airways will keep its users informed of any significant change to the product, and the latest version of this user guide can always be provided upon request from selling.distribution@ba.com.

In no circumstances shall British Airways have any liability for losses (whether direct or indirect) arising from the participation in this trial, or for any inaccuracies, errors in, or omissions from this document.

Executive Summary

British Airways NDC creates new opportunities for all parties in the travel industry, including travel agents, corporates, other travel sellers, IT developers, NDC Service Providers and GDSs.

The current NDC Technology offered by British Airways offer retailers the ability to shop, book and service their bookings directly with BA.

There are several benefits of connecting to NDC, such as:

- ✓ Access to British Airways flight ancillary content
- ✓ No fare-related ADMs
- ✓ Product descriptions
- ✓ Calendar led selling at +/- 3 days when requested
- ✓ Ability to access BA Published fares, Corporate and Agent Fares
- ✓ Ability to book and hold a seat for 24 hours, paying in a separate transaction (only available on bookings with Corporate fares that allow ticketing time limits)
- ✓ Ability to add an ancillary on a GDS originating booking directly through NDC (*IATA agents & Corporates via TMC only*)
- ✓ *Multi city/open Jaw Journeys*

In order to access BA NDC Capability, all agents have the following three options:

1. Connect directly with the airline system
2. Connect via an NDC Service Provider¹
3. Connect via your GDS²

This document details what BA NDC Capability can do and the impact on agents/retailers. The latest version will always be available upon request from selling.distribution@ba.com and we will proactively update any external developers registered with us.

Participating in NDC is entirely optional, and it does not guarantee access to live booking capability. Eligible bookings will count towards any incentive deal currently in place with us. Contracts may need to be amended but we will liaise with you.

¹ BA cannot comment on the delivery timescales of third party providers. Please contact your provider for details on their integration.

² BA cannot comment on the delivery timescales of GDS. Please contact your GDS for details on their integration.

What's new in this version?

Following agent's feedback, multi city/open jaw journeys are now available to book via NDC. This allows customers to book up to 6 multi city journeys within a booking. (An example: LHR-NYC-ORD-LHR-DUB-LHR). You can also add ancillaries such as additional bags, seat selection or pre paying for a meal. Please be aware that for multi city /open jaw journey capability, calendar led selling won't be available.

To make any ticketing changes to a multi city/open jaw journey, the agent will need to call the contact centre on the customer's behalf or contact trade support. Within the operational window, from 24 hours before departure, the customer will also be able to make amendments to their multi city journey. BSP and customer card can be used to pay for any products via NDC where applicable.

Please note any new products have been developed in line with NDC IATA schema 16.1. We advise that you switch to the latest schemas as multi city / open jaw journeys, corporate and agent fares capability are only available in BA NDC APIs -IATA NDC schema v16.1.

Please note in six months' time 15.2 schemas will no longer be supported so we urge you to switch over to IATA NDC schema 16.1 at your earliest convenience. We use the latest schemas to ensure the latest functionality is available to you, and to maintain our Level 3 IATA NDC Certification it's essential that we keep updated with the newest versions of the IATA schemas.

Improvements have been implemented following the feedback from our active developer community and we welcome further feedback on how we can make our NDC Capability better.

Should you need any further support in your integration, please raise them using the support section of our developer website at <http://developer.ba.com>. Alternatively, you can contact us at selling.distribution@ba.com.

Definitions

For the purpose of this document, please note the following definitions:

IATA agents: all travel agents accredited by IATA or ARC, which have ticketing authority on British Airways services and are authorised to perform all booking and servicing activities for their passengers.

Retailers: All other retailers who are directly involved with the customer's booking process but do not fall in the previous category (e.g. metasearch engines, non-traditional retailers or agents who do not have authority to sell/service British Airways flights). This includes agents who have not been accredited by IATA.

Corporate: Any company who has a negotiated deal with British Airways for the sole purpose of its employee's internal travel. This company may be using an IATA Agent for its travel management.

NDC Service Provider: Providers acting as an intermediary between the airline and travel agents to facilitate the aggregation and transfer of data using British Airways' APIs.

Test Environment: A platform that enables developers to test API capability and create mock bookings.

Live Environment/Sandbox: Operating platform/system which enables live bookings to be made via the BA APIs.

API: Application Programming Interface

BSP: IATA Billing and Settlement Plan

1. Introduction

1.1 What is British Airways NDC?

New Distribution Capability (NDC) is an IATA initiative for the adoption of a new common data transmission standard within the airline industry. NDC is not a system; it is simply a modern messaging language. NDC will enable the travel industry to transform the way air products are retailed to both leisure and business travellers.³

British Airways has developed an NDC proposition compliant with the IATA standard. Using the NDC Standard, we have developed our "NDC APIs". These APIs will enable agents, corporates and other interested parties to shop for flight products, price a shopping basket and then check out and order directly in our reservation system. The APIs will enable agents to access British Airways' full range of products and services (including flight ancillaries), either directly, through existing GDS providers, through an NDC Service Provider or online booking tools.

Our NDC Capability currently allows the following business processes to be carried out directly in the airline's system:

- ✓ Shopping for a flight
- ✓ Accessing BA Published Fares, as well as your negotiated Corporate or Agent Fares
- ✓ Booking and paying for a flight (Passenger Card or BSP)
- ✓ Holding a booking and paying for it later during Ticketing Time Limit (if allowed as per fare rules)
- ✓ Retrieving an existing booking
- ✓ Pre-selecting a seat in booking path or post-sale, and paying for it (if applicable)
- ✓ Changing the itinerary
- ✓ Upgrading to a higher cabin
- ✓ Purchasing additional baggage allowance
- ✓ Pre-selecting a catering option, and paying for it (if applicable)
- ✓ Modifying contact details
- ✓ Requesting a special assistance
- ✓ Adding a Frequent Flyer number, On Business or Business Extra number
- ✓ Cancelling and Refunding a booking, in full or as per fare rules
- ✓ Booking a multi city/open jaw journey

All of these processes are based on the IATA NDC Standard, and the list of the BA APIs as well as the details of how to integrate are detailed in the Process Flow Guide (intended for IT architects and developers).

³ Further information regarding NDC can be found at www.iata.org/ndc

1.2 What is the scope of NDC?

- Providing a full range of products and services in the indirect channel.
- It also enables new products such as flight ancillaries in indirect channels.
- This includes the ability to add flight ancillaries to bookings made in the GDS, either during the initial booking flow or post-sale.
- We intend to use our NDC APIs to support a multi-channel strategy, and to allow agents to access our content using new technology through their preferred channel.

Shop and Order integration

- A direct link into our host reservation system for flight search, booking and servicing
- Support of Published and Private Fares.

NDC Service Provider connections

- A facilitated link into our host reservation system, offered via one of our IT partners taking on the role of an NDC Service Provider.

Regardless of your method of connection to the British Airways APIs (e.g. directly, via an NDC Service Provider or via the GDS), the range of functionality provided by our APIs is the same.

If you are solely interested in accessing our flight ancillaries through your GDS provider, we recommend that you contact your GDS provider for more details on their integration.

1.3 Where is NDC available?

At present, we are able to support the vast majority of markets through NDC. However, some may still be restricted for technical or commercial reasons. Please get in touch for details of availability in your market(s).

2. Commercial Summary

Our APIs allow agents to search for flights, pre-select seats, complete a booking and then service it post-sale. These features can be accessed either directly, through an NDC Service Provider or via a GDS provider.

2.1 Key Benefits to Travel Agents

Our NDC offers participants an internet-based data connection with an enhanced capability compared to today. The booking process will be simpler and easier so you can view the entire range of products and services we offer, with comprehensive information to help you advise your customers.

By connecting to NDC, you will be able to:

- ✓ Search, book and service your bookings through an alternative channel
- ✓ Better serve customer needs by allowing them to book our flight ancillary products (enabling selection and purchase of seating in advance, including free seating where eligible)
- ✓ View product features for a true product comparison (product attributes)
- ✓ Have access to the lowest-fare finder +/- 3 days (calendar-led selling) in a single search when requested
- ✓ Have new ways to access existing products and services, including our Basic fares
- ✓ Access your Private Fares through an alternative channel, and benefit from any ticketing time limit allowed in the fare rules. We support Corporate and Agent fares.
- ✓ Get faster, easier access to new products and services
- ✓ See a significant reduction in fare related Agency Debit Memos
- ✓ Continue to pay by customer credit and debit card, or IATA BSP (where available)
- ✓ Ability to book multi city/open jaw journeys, (up to 6 sectors)

2.2 Current Capability

Published Fares on BA marketed services	BA private fares, with their associated Ticketing Time Limit	Ability to cancel and refund
Multi city/open jaw journeys	Seat, baggage and catering selection	BSP cash settlement or credit/debit card
Display of product description	Ability to upgrade a booking	Ability to change an itinerary

The APIs currently support the following business processes:

BOOKING AND TICKETING

- ✓ **Published fares** on British Airways marketed services, for Adult, Young Adult, Child and Infant customers
- ✓ **Corporate fares** on British Airways marketed services, including fares negotiated as part of a Joint-Business deal
- ✓ **Agent fares** including inclusive tours, seaman/marine, private adult or seat-only fares
- ✓ **Ticketing Time Limit:** Ability to book and hold a booking if the fare rules allow it (currently available for Corporate & Agent fares, when allowed by fare rules).
- ✓ **One way or return** journeys between a single pair of destinations, **including connecting journeys**
- ✓ **Product attributes**, which describe the customer experience both on the ground, and in the air in each cabin
- ✓ **Calendar-led selling**, ability to provide lead-in pricing for alternative dates +/- 3 days
- ✓ **Cabin upsell pricing**, automatically providing lead-in pricing for the next one or two higher cabins, where available
- ✓ **Ticket upsell pricing**, automatically providing lead-in pricing for additional flexibility on short-haul, where available
- ✓ Payment by **customer credit or debit card**, or **BSP** where available
- ✓ Where applicable **Upfront Commission** rate entries will be automatically validated
- ✓ Ability to book **multi-city/open jaw** journeys

POST-SALE TICKET SERVICING

- ✓ **Cabin Upgrade post-sale:** Ability to upgrade a customer to a higher cabin, for the full upgrade fare. Promotional upgrades are not supported at present.
- ✓ **Change of itinerary:** Ability to search for alternative flights post-sale and rebook on a new service, including the reissuance of e-ticket, and any additional collection or change fee as per fare rules
- ✓ **Booking cancellation**, enabling seamless cancellation and refund of NDC bookings⁴

⁴ This functionality is only available for IATA Agents connected either directly to the APIs or connected via an NDC Service Provider.

⁴This is part of Air Shopping API response and so may not be available where access to flight search capability is restricted.

FLIGHT ANCILLARY PROPOSITION

- ✓ **Advance seat selection in booking flow**, which allows a customer to pre-select their seats during the booking process⁵
- ✓ **Advance seat selection post-sale** after the initial booking has been ticketed
- ✓ **Additional baggage selection**, up to 10 additional bags per customer
- ✓ **Catering**: Ability to pre-select catering choice, and pay for it if applicable

OTHER PREFERENCES

- ✓ **Frequent Flyer details**: Ability to reference a Frequent Flyer number for each passenger, including Executive Club, **oneworld** and Avios memberships, allowing the accrual of eligible points.
- ✓ **On Business / Business Extra**: Ability to reference an OnBusiness or Business Extra number in the booking, allowing the accrual of eligible points.
- ✓ **Languages support**: API messaging available in English, Chinese (Simplified), French, German, Italian, Japanese, Polish, Portuguese, Russian, Spanish, and Swedish to support multiple sales locations.
- ✓ **Customer contact details**: ability to modify the details to be used in the event of a disruption so that BA can contact the passenger quickly to reaccomodate them.
- ✓ **Special Assistance**: If passengers have a disability of any form, this process allows an agent to request special assistance for the whole journey with tailored needs to the passenger's request.

2.3 Current Limitations

At present, the Shop and Order APIs do not support the following:

- **Wait-listing** or standby customers
- **Specialist bookings**, such as Groups or students
- Ancillary products such as car hire
- Payment by PayPal
- Avios redemption bookings
- Multiple forms of payment, including Avios part-payment
- **ARC Settlement** process for US-based agents is not currently available
- **Rich content**, such as images and videos

⁵ This ancillary product can be provided free of charge for eligible customers. Customers requiring special assistance are entitled to free seat selection. The British Airways seating policy can be found at <http://www.britishairways.com/en-gb/information/seating/choosing-your-seat>

Current capability restrictions:

- Where applicable the British Airways APIs support **upfront commission** validation through our Order Create service. However, we are currently only able to support one level of upfront commission (or time of ticketing reward) per agent per market through NDC. NDC cannot currently support rates which are tailored based on cabin, flight date etc.
- Note: NDC does not accept vouchers including EMD vouchers and CSF vouchers.

2.4 How is this different to existing booking processes?

There are a number of ways in which an NDC booking, through direct API integration, or via one of our NDC Service Providers, is different to traditional distribution models.

- ✓ All offers sent to users through NDC are generated by us. We will provide combined priced availability data directly through the Air Shopping API. This will also include pricing for alternative dates and cabins in a single message.⁶
- ✓ In order to call the services, you will need either a registered IATA number or a non-IATA identifier. We will assign non-IATA identifiers, if required, during the registration process.
- ✓ NDC bookings are made directly in our reservation system. We will automatically issue all NDC tickets & EMD using airline ticket stock, reducing fare-related ADMs.
- ✓ Availability is based on the point of commencement of the requested itinerary.
- ✓ The displayed currency is determined by the country where the user's IATA number or non-IATA identifier has been registered.
- ✓ A 24-hour cooling off period will apply to all NDC bookings, regardless of fare rules⁷
- ✓ Certain communications and servicing processes will differ initially, until we have completed development of this capability through NDC APIs.
- ✓ All parties wishing to access our reservation system through NDC will be required to complete the certification process, unless they are accessing our NDC connection via their GDS (see section 3.3 below).

2.5 Will this change any existing arrangements?

Participation in the British Airways NDC is optional and free of charge.

- Existing contracts with British Airways will be reviewed and we will liaise with you.
- NDC bookings will count towards existing incentive deals, where applicable.
- IATA agents will retain control of NDC bookings as today.
- Becoming a test partner does not guarantee access to live booking capability.
- NDC direct API integration is free of charge.

⁷ The cooling-off period applies to all bookings made through NDC, except if the booking was made in the last 24 hours before departure or if the first segment has started. If an agent goes through a content provider, this provider may apply stricter cooling-off period. Agents should confirm this with their provider.

2.6 Upcoming developments

We are continually working to develop additional capability in order to make our NDC offering more compelling to our customers.

We will communicate all upcoming improvements and capability enhancements to our registered users via GDSs, NDC Service Providers and through the usual trade channels.

The latest version will always be available upon request from selling.distribution@ba.com and we will proactively update registered developers.

3. Connecting to the Shop and Order APIs

There are currently three ways to proactively connect to our APIs. These are through a direct integration to our Shop & Order capability or via an NDC Service Provider. Different business models may be better suited to a particular connection method.

3.1 Shop and Order integration

Shop and Order integration involves direct communication with our APIs in order to gain access into our host reservation system. This is commonly known as a "direct connect" style of distribution, as it involves no intermediary. There is no charge for this service. Your IT development team will need to register at developer.ba.com and there will be some development involved. Shop and Order integration should provide near immediate access to new products and services. As and when these are released it may also require ongoing technical maintenance.

3.2 Connection via an NDC Service Provider

All NDC Service Providers certified by British Airways connect directly to our APIs and provide an alternative means to access our API content. Content will be substantially similar regardless of connection type; however intermediaries may roll out new capabilities to users at different times. Depending on the solution offered by each NDC Service Provider, varying levels of technical development may be required by the user.

If you are interested in connecting to the Shop and Order APIs as NDC Service Provider, please contact selling.distribution@ba.com

3.3 Connection via a GDS provider

Any agent who wishes to access our NDC Capability through their GDS needs to get in touch with them to confirm when they expect the relevant business processes to be available. If you are interested solely in accessing our flight ancillaries through your GDS, we recommend you contact your GDS provider for more details.

3.4 Certification Process

All parties wishing to access our reservation system through NDC will be required to complete the certification process. This involves contacting selling.distribution@ba.com, either directly or through your British Airways account manager, as well as submission of a details for appraisal.

Developers and agents who would like to connect directly to our APIs will need to register on developer.ba.com, using a B1 certification form and request a key for the Shop and Order test plan in order to begin development. We will approve your key upon receipt of the correct details supplied.

NDC Service Provider customers should agree any testing requirements with their provider, and will be required to submit the B2 certification form which will be provided by your service provider and is also available on developer.ba.com.

Once all testing has been completed and certification validated, we will confirm the process to move towards live capability. The full process and the certification forms are available at developer.ba.com.

If you are interested solely in accessing our flight ancillaries through your GDS, we recommend you contact your GDS provider for more details.