

# ATPCO: The platform for flight shopping

WE  
ARE  
ATPCO



ATPCO is the critical source of data for airlines, systems, and channels



We are foundational, supporting the entire air travel industry for over 50 years



We create the industry standards and solutions for pricing and retailing content



We have a unique role in flight shopping, providing interoperability with evolving needs

# We're a community for everyone: Airlines and channels of all sizes and business models

Connecting our community through data, innovation, and solutions to maximize value for all

418+

Airlines

200+

Channels

154

Countries



# ATPCO Organization & Governance

# ATPCO Organization



**Alex Zoghlin**  
President and Chief  
Executive Officer



**Tom Gregorson**  
Chief Strategy Officer



**Ellen Lee**  
Chief Product and  
Commercial Officer



**John Murphy**  
President of Core



**Anand Mishra**  
VP Tech. Services



**Vince Palmiere**  
Chief Financial Officer



**Maya Bordeaux**  
Chief People &  
Culture Officer

# ATPCO's Industry Collaboration Framework



## WHO

Closed door session for senior decision-makers from customers

## WHY

Prioritize top industry initiatives, create action plans, measure impact, engage industry in feedback + adoption

## WHO

For shareholders and key channel executives

## WHY

Strategic direction & senior-level feedback

## WHO

Open to customers

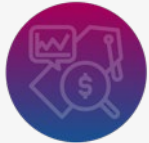
## WHY

Product development, feedback & design  
Standards development, feedback & design  
Growing topic-based customer communities

# New Design Teams and Settlement

The reality is that settlement is a strong consideration for all other areas of the travel ribbon, which is why all councils and design teams closely coordinate to ensure optimal design and industry impact.

Some examples:



1. Dynamic offers; the application of a consistent and “true” tax value which is static, while the remainder of pricing trends to dynamic – to ensure minimal conflict between all parties in the order



2. New Distribution Capability; trending to use carrier-imposed fees for differentiation of credential, whether aggregator or other, and the need to track through to revenue accounting



3. Modern Airline Retailing Attributes; fundamental contract of carriage attributes such as change, refund, baggage, being correct at time of shop, with the right taxonomy, to accurately cost-account for the order and to enable seamless interlining



4. Alignment of standards processing; to minimize disputes between providers of pricing and shopping services and airlines involved in the transaction

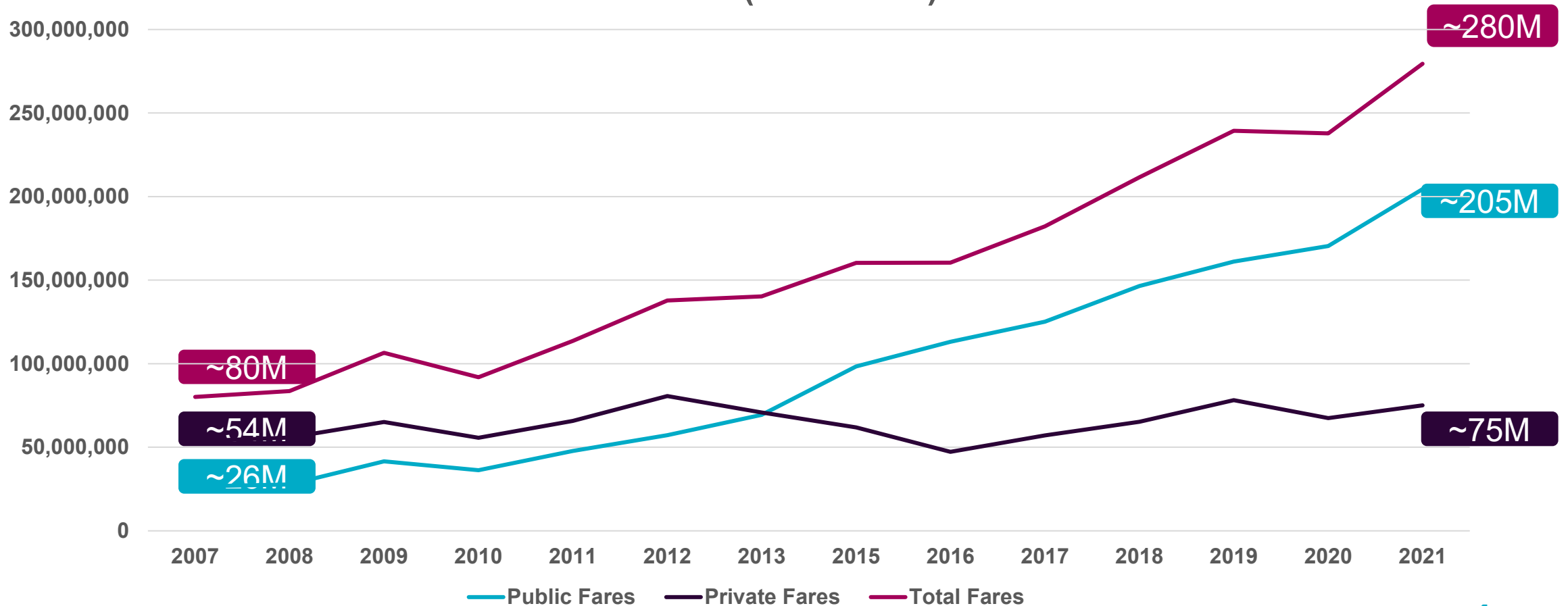


5. Customer Care; to ensure correct application of change and refund policies, know to generate more ADMs and therefore costs when applied manually

# Airline Activity

# ATPCO fare data 2007-2021

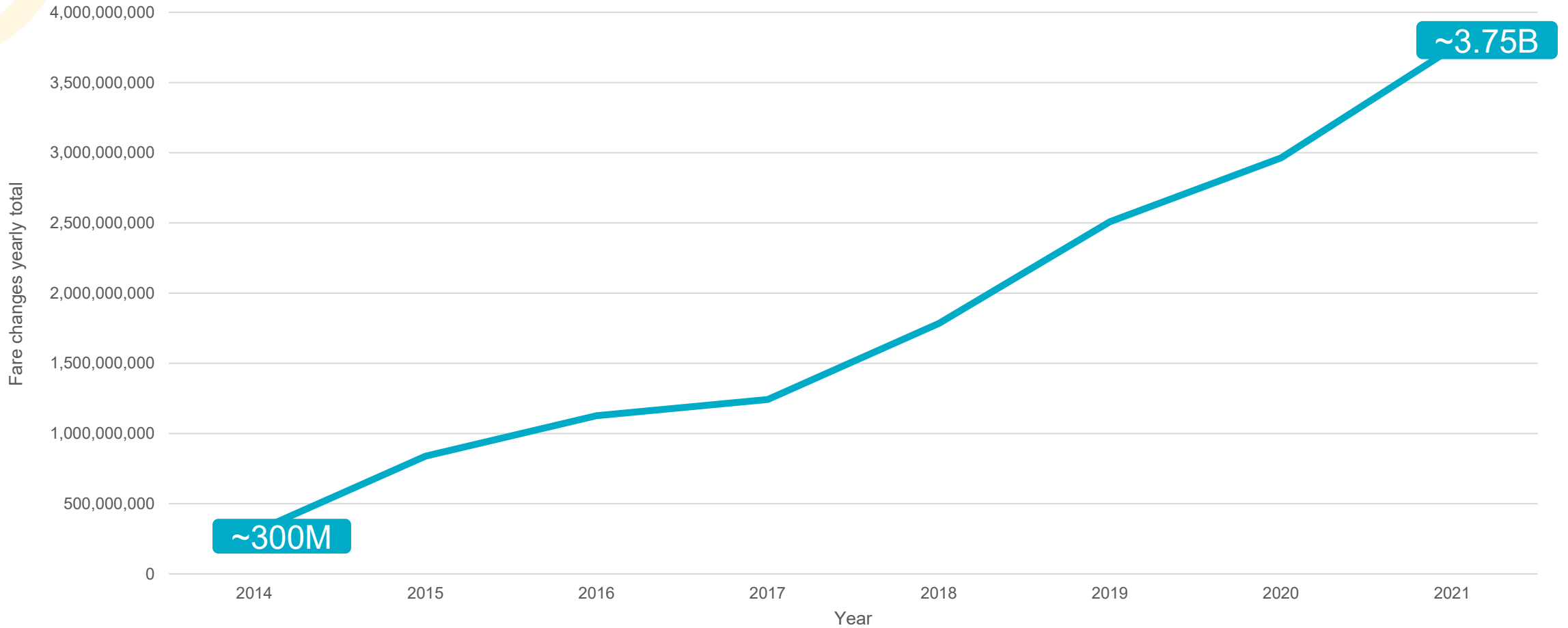
## Fares Data (2007-2020)





# ATPCO Fare Changes 2014-2021

Fare Changes



# Dual RBD



58

Airlines using or testing Dual RBD



150,104

Total Dual RBD records coded

# Branded Fares

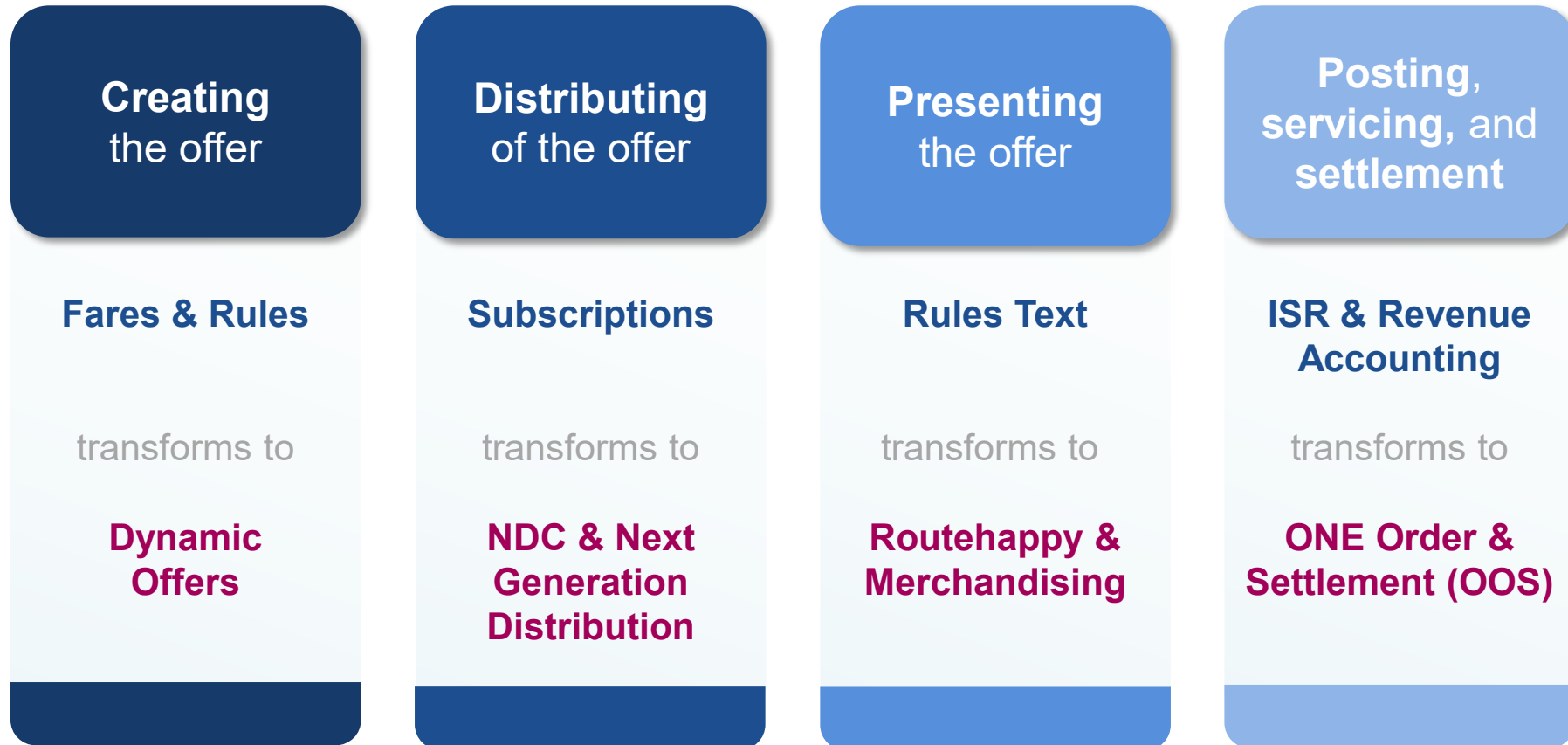


200

Airlines using  
Branded Fares

# Areas of Focus

# Industry Transformation



# Right offer, right customer, right time



Today's capabilities generate ~500 billion in passenger airline revenue

# There is opportunity to do this better

up to

**\$40B**

annual value

that is up to

**4%**

revenue gain

up to

**\$7**

per passenger

Research by McKinsey, IATA AIR October 2019

# Dynamic Offer Creation



# Dynamic Offer Creation

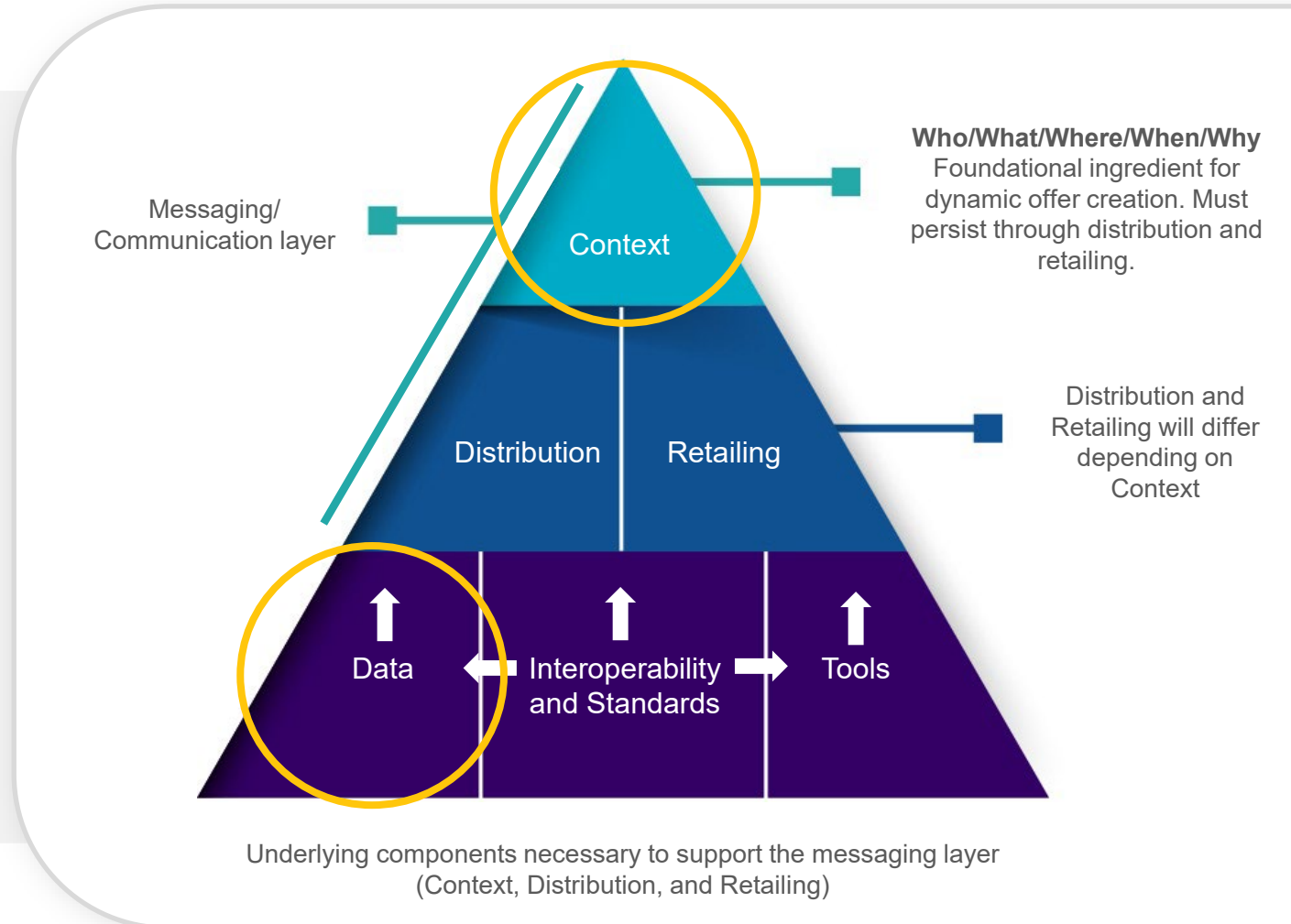
## Design Team Meetings

December 2021 (virtual), March 2022 (F2F in MIA)  
Upcoming: 14-16 June 2022: F2F in WAS (hosted by ATPCO)

## Focus Teams (Q1-Q2)

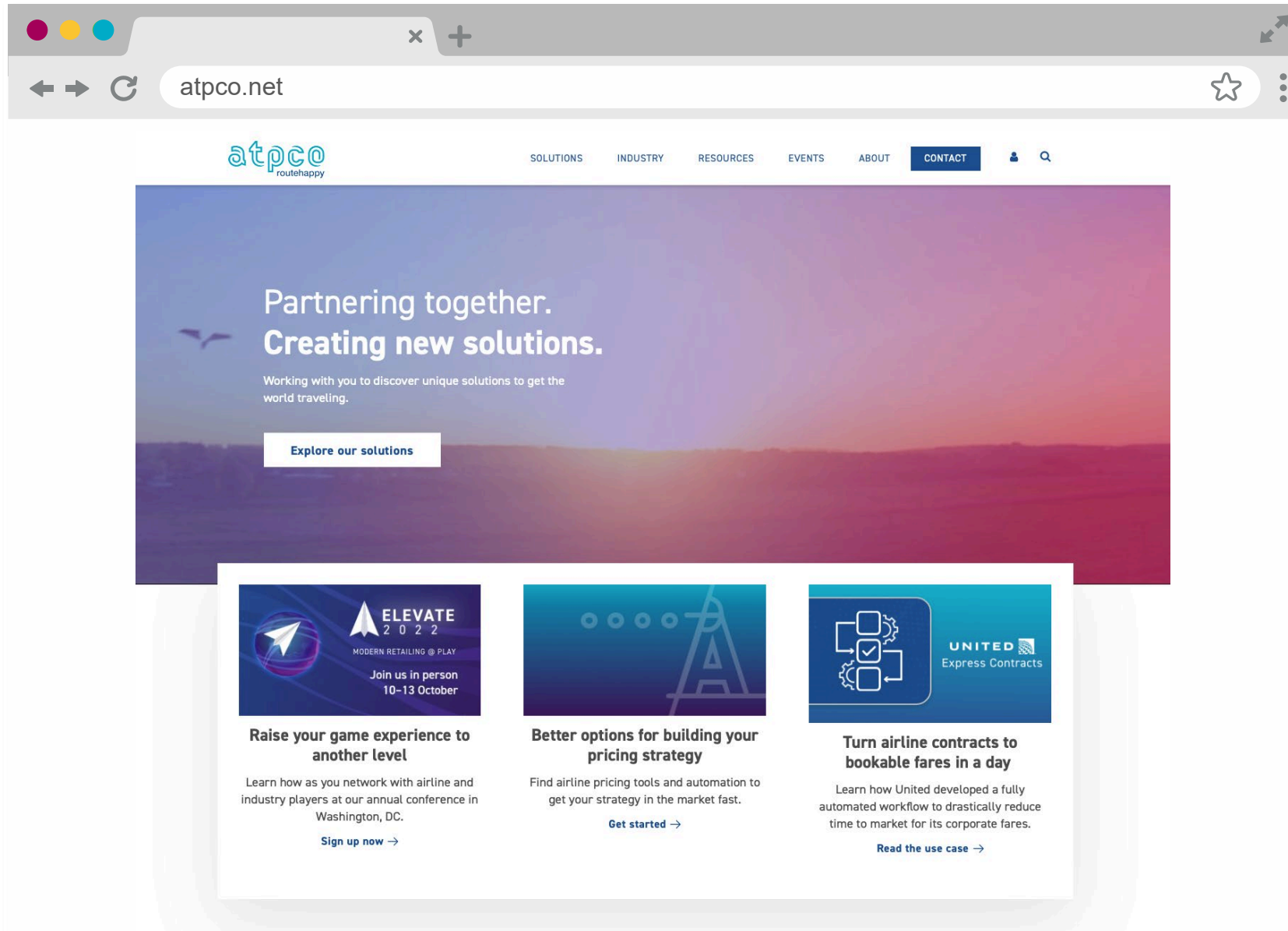
- 1** **Context:** Who (microsegment), what (type of product), where (shopping channel), when (time of search or journey), and why (customer intent of the travel or request initiative).  
*Initial exploration: Frequent Flyer status*
- 2** **New Data:** Improved data sources to drive science-based price and product creation. *Initial exploration: Data integration, brands/bundled fare data, new source for web and competitive fares, and shopping insights*
- 3** **Data Transformation and Optimization:** Transform ATPCO's core data structures to support dynamic offers, including how the data is constructed and how the price calculated. Bundle and unbundle data to make it more efficient to manage.  
*Initial exploration: Product Catalogue and taxonomy*

Q3-Q4: Revenue Accounting involvement required



# Revenue Accounting & Taxes

# Keep up to date on new solutions on our website



# All planned implementations posted on Customer Center

The screenshot shows the ATPCO Customer Center interface. The browser address bar displays `my.atpco.net`. The top navigation menu includes links for BLOG, GLOSSARY, SYSTEM STATUS, KNOWLEDGE & SUPPORT, and FAREMANAGER. The user profile for THOMAS GREGORSON is visible in the top right. On the left, a sidebar menu highlights the 'Product development' section, with 'Product development plan' selected. The main content area displays a list of 48 results, with the following details:

Delivery date ↑	Title	Status	Development progress
Q2 2022 26 Jun 2022	<b>620</b>   Allow Security Table 183 in Point of Sale field in Carrier-Imposed Fees	● PLANNED	●●●●●  M4: Implementation Commitment
Q2 2022	<b>1547</b>   Combinations (Category 10): Correct the result in an End-on-End example in Data Application	● PROPOSED	●●●●●  M3: Detailed Solution
Q3 2022	<b>1610/1659</b>   Alignment: Flight Application (Category 4) Data Application changes	● PROPOSED	●●●●●  M3: Detailed Solution
Q3 2022	<b>817</b>   Require change to first coupon for Voluntary Changes processing	● PROPOSED	●●●●●  M3: Detailed Solution
Q3 2022	<b>1469</b>   Taxes: Alignment of Service End Point Logic	● PROPOSED	●●●●●  M3: Detailed Solution
Q3 2022	<b>1552</b>   Extend the Tax Applies To Tag (Byte 380) Value H to taxable unit YQ/YR	● PROPOSED	●●●●●  M3: Detailed Solution
Q3 2022	<b>1465</b>   Tax Rules (Record X1): Proration of Fees and Taxes to Support Application of Percentage Tax on Partial Fee Components and Tax Components	● PROPOSED	●●●●●  M3: Detailed Solution
Q3 2022	<b>1865</b>   New Attribute for Appendix N - Priority Check-in	● PROPOSED	●●●●●  M2: Initial Solution
Q3 2022	<b>1866</b>   New Attribute for Appendix N - Priority Security	● PROPOSED	●●●●●  M2: Initial Solution

ATPCO, ACH, and Vizuri jointly developed SMART a serverless cloud native solution. This occurred during the worst of the pandemic here in the US. Our remote teams met daily and delivered this project on time and within budget.

- Settlement functions installed August of 2021
  - Continual work on tuning the system, defects, minor enhancements
- Continual Enhancements:
  - Call Day Adjustments & Invoicing (Feb 3, 2022)
  - Consolidated reporting (Feb 25, 2022)
  - Coming later in 2022 (date not yet determine),
    - Refinements to email processing to better support internal ACH tracking,
    - Transaction Reports, creating PFC remittance for airports,
    - Amending PFC Annual and Quarterly reports to comply with AICPA formatting
  - 8 additional enhancements have been sized and scoped for future development

## SMART SLA Report Card 2021 - Q4

SOW 3 Section 2.1.2		Actual Performance	Goal
Uptime		99.40%	99.50%

SOW 3 Section 2.1.3		Count	Actual Performance	Goal
Severity 1 Incidents - Acknowledged	1	100.00%	100% within 30 Minutes	
Severity 1 Incidents - Resolved	1	0.00%	90% Resolved within 2 hours	
Severity 2 Incidents - Acknowledged	1	100%	100% within one hour	
Severity 2 Incidents - Resolved	1	100%	95% Resolved within two business days	
Severity 3 Incidents - Acknowledged	0		100% within fours hours	
Severity 3 Incidents - Resolved	0		95% Resolved within five business days	

**Definitions:**

Severity 1 Incident: Solution down, degraded or unusable and no workaround, bypass or alternative available

Severity 2 Incident: Solution operational but substantial feature is down, degraded or unusable and alternative available with minimal impact

Severity 3 Incident: Solution experiencing temporary or minor performance degradation and no material impact

## Current landscape



## Current State

- ATPCO's Sales Data Exchange (SDE) and ARC's Direct Data Solutions (DDS) perform similar functions, receiving industry ticketing data (TCN, BSP, CAT) which is then normalized to deliver customers a single feed of value-added ticketing data via ATPCO's Industry Sales Record (ISR) and ARC's DDS
- ATPCO desires a SDE technology transformation from the mainframe to a modern, cloud infrastructure
- ARC is in the process of completing their technology transformation of DDS onto the cloud in Amazon Web Services (AWS)

## Future landscape



**Sales Data**  
from ARC, IATA,  
Direct Sales, GDS



**DDS**  
(consolidated  
data feeds)



**ISR**  
(merged TCN,  
BSP/ARC at a  
transaction level)



## Future State

- ATPCO SDE processes will be migrated to ARC's AWS infrastructure
- Leverages ARC's investment in tech transformation to reduce risks, costs, and timeline for SDE's migration to the cloud
- Creates a robust sales data repository that can be mined and extended to support customer and product insights
- Provides efficiency and lower cost to the industry, i.e inbound data can be directed to a single destination
- Cloud introduces global flexibility and scalability



# US DOT O&D Reporting

- New proposed rule-making is in the works (within months) that will increase the number of tickets that will need to be reported by each airline.
- ATPCO and ACH has been providing comments to the DOT
  - Provided a realistic view of data that could be used to meet the regulatory requirements in the most efficient and economic ways for the industry.
  - Worked on a design/concept to be able to leverage ISR to provide this increase data coverage and reduce the work needed to be done by each individual airlines to comply
- Once the rule making is approved it is expected we will have 1 year to establish the system:
  - Creating a Design Team (ATPCO, ACH & Airlines), reporting to our Settlement Council
    - Create a detailed solution for full review following ATPCO's governance process.
  - Airlines will need to participate in user acceptance testing and sign-off of reports

