



ac2u Display Requirements

Product Distribution
Air Canada

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1. Introduction

Air Canada's suite of products and services provides its customers with ultimate choice, control and flexibility.

Fundamental elements of the Business Model are:

- » Transparency in pricing
- » Value proposition of each distinct product
- » Flexibility to choose added value attributes
- » Trust & loyalty

This document provides guidelines to support Air Canada's merchandized model in any third party distribution system. Each section includes a product overview and detailed business requirements to ensure optimal distribution of our products through the Air Canada direct AC2U channel.

In addition to the elements outlined in the API user guide, the requirements detailed in the sections below are intended to provide the organization with fundamental elements that allow you to organize the information and display in a way that is acceptable to Air Canada and meets Air Canada's Display Guidelines.

Third parties must demonstrate that their Applications support these Guidelines in order to be an "ac2u certified channel."

Products not yet supported by "ac2u direct connect" API are exempt from this document until such time as they are supported.

The third party must provide Air Canada full access to its application in order to perform quarterly product integrity audits to ensure ongoing compliance with its Display Guidelines.

The integrity audits will review:

1. Shopping and attribute screens to ensure full merchandising of all Air Canada products
2. Booking flow to ensure an offer of merchandised fares and ancillary offers

1.1 The Air Canada Business Model

Air Canada's merchandized business model is based on a retail fare structure that offers the consumer the flexibility to choose between products that represent the greatest incremental value for them. Air Canada has branded these products in order to allow the customer to easily identify the fares and make an informed decision.

Air Canada continues to evolve its business model by introducing a rational buy- across between different fare products, as well as expanding the product attributes to provide the customer with more satisfaction and choices when shopping.

The attributes are grouped as follows:

- Core attributes are included in the base fare offer
- Value added attributes: those available on an " a la carte " basis and provide the customer with additional benefits if they purchased i.e. Pay for Seat

This model applies to all markets: domestic, trans-border and international itineraries. The success of Air Canada's retail fare structure in an ac2u partner application depends on their ability to support the product graphically and allow the user to compare all products when shopping.

2. Retail Web services Summary

For development documentation refer to www.ac2uaircanada.com:
Support Tab → Technical documents → ac2u developer guide*

*New schemas: Support Tab → Technical documents → ac2u schemas retail and Flight Pass 2015

This section provides guidelines for the use of each web service for the ac2u Retail direct connect. The table below lists all the web services that are currently available in production.

The use of each web service will be defined as mandatory or optional as following:

2.1 Mandatory Web Services

All mandatory web services that are those key to selling and merchandizing the Air Canada product.

All mandatory web services are required at time of initial launch of the ac2u direct connect with Air Canada and must be maintained during the life cycle of their application.

Air Canada shall have the right to create Requirements for specific Air Canada products. Ac2u partners must demonstrate that its Applications support the Requirements of an Air Canada product in order to have access to that product through the APIs. Air Canada shall have the absolute right, to replace, modify or supplement the Requirements as they apply to one or more Air Canada products, provided that Air Canada shall provide (30) days prior notice of any such replacements, modifications, or supplements to the Requirements.

Air Canada shall have the right to revoke Program access to that product through the APIs, or at the sole option of Air Canada revoke the License.

2.2 Optional Web Services

Optional Web Services are those offered to complement the travel experience of the traveler. This includes optional web services offered to compliment or service the traveler itinerary. i.e. post booking modify, book on hold, promo code, eUpgrades, Corporate Rewards.

Mandatory Retail Web Services		
Webservice name	Functionality	Requirement summary
ACO/ADO Authentication Sub credentials	Connectivity	<ul style="list-style-type: none"> Connect to the AC2U using password login Required to identify data service client B2B and B2C customers
Low Air Fare Search	Shopping	<ul style="list-style-type: none"> Integrated display with availability and prices Show all branded products per market for each flight listed in a neutral display
Air Price	Flight customization	<ul style="list-style-type: none"> Support the sell of opt in and opt out attributes ("a la carte attributes)
Review web service	Flight summary	<ul style="list-style-type: none"> Itinerary summary with tax breakdown and fare rules
Air Book	Purchase and Complete the booking	<ul style="list-style-type: none"> Ability to complete the purchase and display flight confirmation with itinerary details
Seat Map and Seat request	Seat map display and seat selection	<ul style="list-style-type: none"> Ability to support seat selection for all fare product types. Ability to support pay for seats: Standard advance seat and preferred seats, payment fulfillment after itinerary confirmation
Tour Code Tracking	Corporate contract number	<ul style="list-style-type: none"> Capture the Corporate contract number
Matrix Shopping	Attributes description	<ul style="list-style-type: none"> Integrated display with availability and prices at shopping. Display attributes description similar to the select page on ac.com and grid to compare all fare products.

Optional Retail Web Services		
Webservice name	Functionality	Requirement summary
Retrieve web service	Retrieve a reservation	<ul style="list-style-type: none"> Ability to return the details of a completed reservation.
Air Book Modify (Rebook)	PNR Modification	<ul style="list-style-type: none"> Make changes to existing booking
Air Book Modify (Update FFN)	Update frequent flyer information	<ul style="list-style-type: none"> Allow frequent flyer updates
Air Book Modify (Divide PNR)	Divide PNR	<ul style="list-style-type: none"> Ability to separate passengers from the same PNR
Air Book Modify (Upgrade a flight)	Upgrade a flight	<ul style="list-style-type: none"> Ability to use upgrades online
Air Book Modify (seat changes)	Seat selection changes	<ul style="list-style-type: none"> Ability to make seat selection changes after the booking.
Cancel Reservation web service	Cancel complete itinerary	<ul style="list-style-type: none"> Ability to cancel complete reservation
Flight Status web service	Flight information	<ul style="list-style-type: none"> Ability to return information on a flight specified similar to FLIFO information.
Multi-city web service	Multiple city itinerary	<ul style="list-style-type: none"> Ability to request availability for multi-city itinerary up to six legs max
Promo code- LFS web service	Meeting and conventions	<ul style="list-style-type: none"> Ability to provide a promo code to get discounted fare for meeting and conventions
Tax Exempt – Review web service	Tax exempt request	<ul style="list-style-type: none"> Ability to request a tax exempt for federal and provincial government travel,, continuous journey and cruise
Cash Payment	Support cash payment	<ul style="list-style-type: none"> Ability to use cash as a form of payment on a booking
Corporate Fares-LS Web Service	Corporate Fares/Negotiated Fares	<ul style="list-style-type: none"> Ability to offer Corporate Fares
Book on Hold	Ability to place a newly booked PNR on hold	<ul style="list-style-type: none"> Ability to place a new PNR on hold in accordance to fare and ticketing rules.
Seat Assignment – Pre or Post Booking	Perform paid seating pre or post book.	<ul style="list-style-type: none"> The ability to perform paid seating at time of booking now exists.
SeatModify	Ability to modify existing seat election.	<ul style="list-style-type: none"> This method allows client to add and/or change an existing seat assignment via ac2u.
Corporate Rewards	Corporate Rewards functionality can now be developed on ac2u applications	<ul style="list-style-type: none"> Air Canada Corporate Rewards is a program that allows companies to earn rewards and complimentary services when booking with Air Canada.
Mobile Apps	ac2u booking via mobile applications	<ul style="list-style-type: none"> ac2u offers the ability to shop and make bookings for retail and flight pass via mobile applications
AirSchedule	Request of flight schedules.	<ul style="list-style-type: none"> AirSchedule is a new Web Service that offers a user the ability to request Flight Schedules for a given city pair.
AirFareRule	Request of complete fare family rules.	<ul style="list-style-type: none"> A new DCAirFareRulesWS web service is offered in order to request complete fare rules.
Flight Pass	Shop and book Flight Pass functionality	See www.ac2uaircanada.com Support Tab → technical documents → FP version 13 folder *New schemas: Support Tab→ Technical documents → ac2u schemas retail and Flight Pass 2015

3. Retail Mandatory Workflow for Web Services

Below is the work flow for all mandatory web services.

1. Authentication (Inclusion of sub-credentials-if applicable)
2. Low Air Fare Search
3. Air Price
4. Review
5. Airbook
6. Seat Selection (Pre or Post Booking flow)
7. Booking confirmation

4. Low Air Fare Search – Shopping Requirements

The Low Air Fare Search request will return the available flight details for the city pair and date specified grouped by fare product type. The price returned in the Low Air Fare Search web service will return the base fare and an estimate of the total fare.

Total fare is defined as the base fare plus any applicable taxes, fees and surcharges.

Note: if a service fee is applied by the partner:

- a) It must not be discriminatory against Air Canada

The service fee is included in the "air Transportation charge and reads as "included air transportation charge of \$\$ travel agent

The LFS web service provides a package of information required in order to represent the Air Canada product as intended.

This is the select page that allows the user to shop, compare products and select the one that meets their travel needs.

4.1 The Key Guidelines

- Simplify display to ensure transparency and product integrity
- Full display of Air Canada's suite of products
- A clear description of each product
- Traveler choice and flexibility

4.2 Business Requirements

Air Canada requires a graphical display in the ac2u partner's offering Air Canada products with integrated price and availability. ac2u partners have the flexibility to choose the design and the look and feel of their user interface, as long as it displays the product correctly and it respects the following guidelines:

- Ability to support the Air Canada branded products as our one way model in a neutral display along with other airline's products.
- The Air Canada's products in the shopping display must be branded with the product names and a description of its core attributes. Please find below the product brands by market:

- **North America:** Basic, Standard, Flex, Comfort, Latitude, Business Class Lowest and Business Class Flexible.
 - All fares must be able to be displayed as one way fares and can be sold as either one way or roundtrip fares
 - All fares are combinable with each other ie a Standard fare outbound can be combined with a Flex fare return
 - Air Canada fares must only be **sourced from the API and fully merchandised**
 - Partners choosing (optional) to show a mixed itinerary, Air Canada one way and OAL return, must source Air Canada from the API and the segment must be fully merchandised

- **International and Sun market:** Air Canada also offers international branded fares to **all AC online and code share destination** in Europe, Asia and Sun destinations: Basic, Standard, Flex, Comfort, Latitude, Premium Economy Lowest, Premium Economy Flexible, Business Class Lowest and Business Class Flexible.
 - All fares must be able to be displayed as one way fares and can be sold as either one way or roundtrip fares
 - All fares are combinable with each other ie a Standard fare outbound can be combined with a Flex fare return
 - If the itinerary is Air Canada to Air Canada ie AC – AC YYZDFW then the fares must be **sourced and fully merchandised from the API**
 - If the itinerary is Air Canada to Air Canada code share AC – AC* then the fares must be **sourced and fully merchandised from the API**
 - If the itinerary is true interline ie YYZORD – AC and ORDDFW – AA then the fares may be sourced from the GDS and both the online and interline itineraries must be shown on the shopping response page
 - The same flight solution ie YYZDFW online must **never be sourced from both the API and GDS**
 - If a negotiated rate has been provided by Air Canada and is less then the retail fare then the fare may be sourced from the GDS **Note:** this is specific to B2B/non-consumer sites only.

4.3 Shopping at aircanada.com example

Display and attributes

Economy example

<p>Departing Flight Modify search</p> <p>Wednesday, June 13th, 2018</p> <p>FROM: Edmonton, CA Edmonton Intl. (YEG)</p> <p>TO: Vancouver, CA Vancouver Intl. (YVR)</p> <p>Display Options</p>	<p>Economy</p>  <p>Explore</p>	<p>Business Class</p>  <p>Explore</p>
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Additional baggage fees and charges for optional services and products may apply.


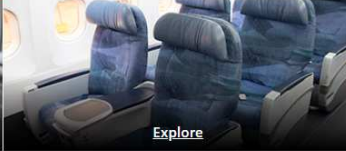

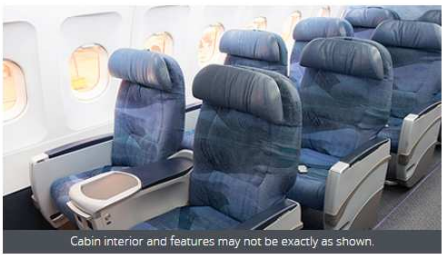
<p>06:05 Non-stop - 1hr35m 06:40</p> <p>Edmonton ————— Vancouver</p> <p style="text-align: center;">Details Preview seats</p>		<p>5 fares available</p>			<p>\$522</p>
Basic	Standard	Flex	Comfort	Latitude	
<p>Highlights*:</p> <ul style="list-style-type: none"> Checked bags for a fee No flight changes 	<p>Highlights*:</p> <ul style="list-style-type: none"> Checked bags for a fee Changes for a fee Up to 50% Aeroplan Miles 	<p>Highlights*:</p> <ul style="list-style-type: none"> 1st checked bag free Changes for a discounted fee 100% Aeroplan Miles Free standard seat selection 	<p>Highlights*:</p> <ul style="list-style-type: none"> 1st checked bag free Free changes up to 61 days before departure 115% Aeroplan Miles Free extra legroom & standard seat selection Free premium beverage Free same-day standby 	<p>Highlights*:</p> <ul style="list-style-type: none"> 2 checked bags free Free changes and cancellations 125% Aeroplan Miles Free extra legroom & standard seat selection Free meal or premium beverage & snack Free same-day standby Priority check-in, baggage and boarding 	
<p>\$122</p> <p>Details</p>	<p>\$143</p> <p>Details</p>	<p>\$201</p> <p>Details</p>	<p>\$222</p> <p>Details</p>	<p>\$615</p> <p>Details</p>	



Premium Economy example



Business Class example

<p>Departing Flight Modify search</p> <p>Wednesday, June 13th, 2018</p> <p>FROM: Edmonton, CA Edmonton Intl. (YEG)</p> <p>TO: Vancouver, CA Vancouver Intl. (YVR)</p> <p>Display Options</p>	<p>Economy</p>  <p>Explore</p>	<p>Business Class</p>  <p>Explore</p>	
<p>Additional baggage fees and charges for optional services and products may apply.</p>			
<p>06:05 Non-stop - 1hr35m 06:40</p> <p>Edmonton Vancouver</p>  <p>Details Preview seats</p>	<p>\$122</p>	<p>2 fares available</p>	
<p>Features</p>  <p>Cabin interior and features may not be exactly as shown.</p> <p>Business Class offers superior comfort and convenience in an exclusive cabin, with spacious seating, personalized service, fine cuisine, extra baggage allowance and access to priority airport services.</p>	<p>Business Class</p> <p>Ample room to work and relax, and guaranteed window or aisle access</p> <p>Inspired cuisine, selected wines and spirits</p> <p>Our next generation entertainment system with your own touch-screen TV</p> <p>Priority check-in, security clearance, baggage handling and boarding</p> <p>Access to our award-winning Maple Leaf Lounges</p> <p>Extra baggage allowance</p>	<p>Lowest</p> <p>Highlights*:</p> <ul style="list-style-type: none"> 2 checked bags free Maple Leaf Lounge access Exclusive cabin, superior comfort and space Inspired cuisine, selected wines and spirits Priority check-in, security, baggage and boarding 150% Aeroplan Miles <p>\$522</p> <p>Details</p>	<p>Flexible</p> <p>Highlights*:</p> <ul style="list-style-type: none"> 2 checked bags free Maple Leaf Lounge access Exclusive cabin, superior comfort and space Inspired cuisine, selected wines and spirits Priority check-in, security, baggage and boarding 150% Aeroplan Miles Free changes, cancellations and standby <p>\$649</p> <p>Details</p>

5. Air Price (Travel Options)

For development documentation refer to www.ac2uaircanada.com:
Support Tab → Technical documents → ac2u developer guide*

*New ancillary structure: Support tab → change management → AC2U Release R2.8

Air Canada continues to refine its products and in 2005, we introduced the “a la Carte” functionality and expanded the product attributes to provide the customer with more choices when shopping.

The Air Price web service provides flight details based on the fare type product that was selected at time of shopping. It is analogous to the attribute page that appears on the website once you have selected a flight within the Air Canada Website.

5.1 Key Guidelines

- Offer the customer the possibility to further customize their flight(s) in order to provide them with more choice when shopping.
- A la carte attributes vary by product type and markets.

5.2 Business Requirements

Air Canada requires the third party system to offer the user a customized page. It is important that the customization page is built into the booking flow and is offered at all time once the end user has made his/her flight selection. The flight customization page must support all offered attributes by product type.

- Ability to display a complete flight customization page that offers a selection of ancillaries once the user has selected a fare product type at time of shopping.
- If the user interface is intended for agency use, the flight customization page must be included in the booking work flow to allow the agent to offer the end customer these options when walking them through the booking process.



Maple Leaf™ Lounge

Our award-winning Maple Leaf™ Lounges provide you with a private and serene hideaway as you wait for your flight. 

\$28.25*

[Add to departure](#)

*Total cost (including taxes) per person, per direction

6. Review Summary Requirements

The Review Summary web service provides fare and attribute summary of what was selected in the Air price and Low Fare Search web services. This web service will display a summary of the user itinerary based on the complete journey with the selected fare products including a breakdown of Airfare before the attributes selection with the tax description and value. It will also provide a summary of all the selected attributes per selected flight with the tax description and value as well as the total fare.

6.1 Key Guidelines

- Provide a concise, comprehensive, clear summary of the choices made by the customer, a breakdown of the costs and a total cost for the entire purchase

6.2 Business Requirements

Air Canada requires that the third party shows, in the review summary page after the customer has made his flight selection, a summary of the user itinerary with the selected fare products and rules including the base fare amount with the tax description and value and a total fare.

If the user has chosen attributes; it will also provide a summary of the user itinerary with the selected fare products and rules including the base fare amount with the tax description including a summary of all the selected attributes per selected flight with the tax description and value as well as the total fare.

The following example represents the summary page that the user will have after selecting his flights and completed the flight customization. All the flights booked in this example are in the Standard Fare product.

7. Air Book

The Air Book web service represents an actual reservation and will return an Air Canada record locator and associated reservation details. The passenger email address supplied within the request is of particular importance as this is where the passenger itinerary receipt will be delivered. The Air Book web service can support up to 5 different email addresses if needed.

This web service is analogous to the purchase and confirmation page in the Air Canada website. The third party user interface must have the ability to display the Air Canada fare rules to the end user at time of purchase. It should also provide complete passenger details required to complete the booking. This includes passenger information such as address, phone number and form of payment. Also as of Oct 31 2010, the department of Homeland Security (DHS) requires additional passenger information for all trans-border travel. Air Canada must be able to store Secure Flight Passenger Data (SFPD) for new trans-border itineraries. This information is **mandatory** and is required at time of booking.

The confirmation page should detail the flight summary, the passenger information and the purchased summary. The purchased summary will provide a breakdown of the fare and the selected attributes with the prices and the applicable taxes. Please see below a sample of the purchase and itinerary page on aircanada.com

Note: Multiple forms of payment

For development documentation refer to www.ac2uaircanada.com:
Change management tab → AC2U Release R3.3.0

eGift form of payment

For development documentation refer to www.ac2uaircanada.com:
Change management tab → AC2U Release R1.6

8. Seat Map Request (Mandatory)

For development documentation refer to www.ac2uaircanada.com:
Change management tab → **AC2U Release R1.9.3**

For Flight Pass development documentation refer to www.ac2uaircanada.com:
Change management tab → **AC2U Release R1.9.5**

The Seat Map Request web service permits seat requests **pre or post booking**. It will also provide the elements to complete the transaction for the Pay for seat attribute and collect the fees.

The third party system should have the ability to display an interactive seat map that allows the user to select a seat. In the case of the Standard product, seat selection is not a core attribute, it is one of the pay for attributes. Therefore, the third party user interface must provide the ability to select the seat (including preferred seats) after the user has received the confirmation for his reservation. Once the user has completed his seat selection the itinerary receipt with all the flight and attributes details will display.

The seat map returned will be based on the loyalty tier level.

Display Samples

Seat selection screen



Once the user completed the seats selection he will receive his Flight itinerary summary (please refer to the Air Book section) for a sample.

Preferred seat

Air Canada offers customers the ability to purchase 'Preferred Seats' at time of booking or at any time prior to check-in. Preferred Seats offer customers increased comfort onboard by providing extra leg room and are located in the bulkhead or emergency exit rows of the Economy cabin.

- Preferred Seats are located in the Economy cabin.
- This product is available on flights operated by Air Canada and Jazz for domestic, trans-border and international itineraries. Preferred seat selection is not available on code share or OAL flights.
- Preferred Seats can be purchased at time of booking and will also be offered at rebooking time subject to availability. Passengers will be able to retrieve their online bookings to purchase or change their Preferred Seats anytime prior to check-in
- These seats will be available for purchase using the current seat selection web service at the end of the booking process.
- Preferred Seat pricing varies by fare family, market and depending on if a middle, aisle or window seat is selected.

Preferred Seats – More legroom, more convenience



Enjoy extra legroom

- Stretch your legs with up to 4" of extra space
- Get even more space at bulkhead and exit row seats



Settle in sooner**

- Board early, relax and settle in comfortably
- On arrival, exit sooner – and get on your way quicker



Secure overhead bin space

- Enjoy early access to precious overhead bin space
- Keep your belongings within easy reach throughout the flight

9. Air Canada Rouge

Note: Air Canada Rouge logo (provided on www.ac2uaircanada.com) and disclaimer to be displayed: Operated by Air Canada Rouge



10. Air Canada Corporate Rewards

For development documentation refer to www.ac2uaircanada.com:
Support Tab → Technical documents → Retail v16 folder → Air Canada Corporate Rewards folder.



The Air Canada Corporate Rewards program is designed to help your company manage business travel arrangements and expenses while enjoying savings and rewards every time you book travel with Air Canada and Lufthansa Group* carriers. What's more, your company will have exclusive access to a comprehensive and easy-to-use online tool tailored to help you make the most of business travel.



Air Canada Corporate Rewards