



NDC Exchange Partner Guide

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Overview

- Welcome, we're glad you're here! If you ask us, good business is just common sense. Or as we call it, **Transfarency**[®]. We're excited to extend our fare content and Customer-friendly benefits to Business Customers using your platform.
- Business Customers will get all the Southwest benefits you expect, such as our Customer-friendly policies like bags fly free^{®*} and no change fees^{**} as well as our flexible point-to-point network.
- Southwest Airlines established Southwest Partner Services (SPS), our direct connect API, using a web services business model which enables external Partners to access Southwest Airline's fare content.
- Our SPS booking channel is for Business Customers using a closed loop system. A Corporate ID is required for all bookings via this channel.
- This document, along with your SPS Access Agreement, outlines the requirements for accessing Southwest Airline's content via the NDC Exchange platform. Third parties must have a valid fully executed Agreement and demonstrate their Application is aligned with these Guidelines in order to be granted access to Southwest Airlines content via the Exchange.

*First and second checked bags. Weight and size limits apply.

**Fare difference may apply.

Core Capabilities

- At a minimum, the following Core Capabilities are **required** for access to Southwest's direct connect API.
 - Access all published, Southwest Airlines fares that are available through SPS including any applicable discounts (CorpID required)
 - Shop, book, and ticket Southwest Airlines fares and schedules available through SPS
 - Modify and cancel any previously booked itinerary
 - Allow deferred bookings
 - Use residual travel funds (RTFs) as a form of payment
 - Allow the purchase of EarlyBird during initial booking as well as provide the ability to add EarlyBird post ticketing
- We trust everyone to do the right thing, however, on occasion we will verify to ensure our Business Customers continue to experience the Southwest they know and love, even when booking via third party channels.
- Third party must provide Southwest Airlines full access to its application in order to ensure acceptable offering of our Core Capabilities and adherence to these Guidelines.

Services Overview

OTA	WN Web Service	NDC Exchange	Description
AirAvailability	AirAvailability	n/a	Check Flight Schedules
AirLowFareSearch	AirShopping	AirShopping	Shop
AirPrice	AirPricing	OfferPrice	Confirm Price/FOP lookup
AirBook	AirBooking	OrderCreate	Book, Ticket or Deferred Booking
AirLowFareSearch	AirShopping	OrderReShop	Reshop
AirBookModify	AirBookModify/ AirAncillary	OrderChange	- Modify/Exchange - Purchase EarlyBird post booking
Cancel	AirCancel	OrderCancel	Cancel
Read	AirRetrieval	OrderRetrieve	Retrieve PNR
AirRules	AirFareRules	FareRules	Retrieve Fare Rules
AirCheckIn	AirCheckIn	n/a	Check-in
AirAncillary	AirAncillary	OrderChange	Purchase EarlyBird post booking

Optional services include AirAvailability and AirCheckin

Required Elements

Required	Description	Notes/Comments
CorpID	<ul style="list-style-type: none"> A CorpID is required to book via this channel and should be included in the <i>RequestorID</i> field to identify the Business entity during ALL transactions, including initial bookings, exchanges and cancellations. The CorpID should also be included the <i>NegotiatedRateCode</i> field for ALL transactions, including initial bookings, exchanges and cancellations to ensure any applicable discounts are applied. 	<ul style="list-style-type: none"> A CorpID is assigned to the booking tool once access has been granted to WN content (to be used for testing) A CorpID is assigned to a Business entity to track bookings and apply discounts (if applicable)
Email	<ul style="list-style-type: none"> Email confirmations and Notifications are sent to the email addresses provided during the booking process. There are two separate email elements in our direct connect/API <ul style="list-style-type: none"> Fulfillment email (receipts) Traveler's email (notifications) A different email address can be specified for both fulfillment and notifications. 	<ul style="list-style-type: none"> Fulfillment emails include booking/ticketing confirmations Notifications include any applicable schedule change, delay or cancellation notifications (including day of departure) Currently, only one email is used for notifications, which means we are unable to send notifications to both the Traveler and the TMC.

Getting a CorpID is easy as 1-2-3!

1 Go to www.swabiz.com

2 On the Home Page, click the **Enroll Now** button

3 Complete **Enrollment form**

Enroll

Enroll Your Company in SWABIZ Today.

Use our convenient online enrollment form to get your personalized SWABIZ Company ID number and start booking today.

Enroll Now

Note: At the end of the enrollment process, an 8-digit Company ID number will be assigned to your new account. This same Company ID number is used for all bookings made for this particular company.

A Travel Agency or TMC (using their ARC#) can enroll various companies to generate a CorpID for each and use it to book on their behalf but a company should only have one CorpID.

If a CorpID already exists for that entity it should be used rather than creating a new one. This is tracked via the EIN or D&B number used in the enrollment process.

Display Requirements

Fare Type Benefits

3rd party must display all fare families, along with their corresponding benefits.

	Business Select	Anytime	Wanna Get Away
 2 free checked bags (1st and 2nd checked bags fly free. Weight and size limits apply.)	✓	✓	✓
No change fee (Fare difference may apply.)	✓	✓	✓
Reusable funds 	✓	✓	✓
EarlyBird eligible	N/A	✓	✓
Refundable 	✓	✓	
Priority boarding A1-A15	✓		
Fly By[®] (Priority Security Lane)	✓		
Complimentary premium drink	✓		
Rapid Rewards[®] earning formula	12x Fare	10x Fare	6x Fare

Reusable funds - If you cancel your flight, 100% of your ticket can be applied to future travel for up to 12 months.

Refundable - If you cancel your flight, you are eligible to receive 100% of your ticket value as a refund to your original form of payment. Southwest Travel Funds from a previous reservation that are applied toward a Business Select fare will be refunded as a residual travel fund (RTF) since the RTF would be the original form of payment for the Business Select transaction.

Fare Information

Business Select

- ❖ Purchasing this fare will enable you to receive priority boarding in the A1-A15 group
- ❖ You will earn extra Rapid Rewards Points for your Business Select purchase ([How points are earned](#))
- ❖ You will receive a premium drink on your day of travel
- ❖ These fares are refundable and changeable and may be applied toward future travel on Southwest Airlines for the originally ticketed passenger only. [Certain restrictions may apply.](#)
- ❖ Standby travel between the same city pairs and on the original date of travel is permitted with no change in fare. Applicable taxes and fees associated with standby travel will apply on a per passenger basis. You may lose the privilege of boarding in the first portion of the “A” group if you choose to standby on a different flight.
- ❖ Fares may vary based on flights and day of travel.
- ❖ Seats are limited.
- ❖ Guaranteed priority boarding may not be available during circumstances of irregular operations.
- ❖ Fares are subject to change until tickets are purchased and may be available for a limited time only.
- ❖ When combining fares, all rules and restrictions apply.
- ❖ Lower fares may be available.

No Show Policy: If you are not planning to travel on any portion of this itinerary, please cancel your reservation at least 10 minutes prior to the scheduled departure of your flight. Customers who fail to cancel reservations for a Wanna Get Away fare segment at least ten (10) minutes prior to travel and who do not board the flight will be considered a no show, and all remaining unused Wanna Get Away funds will be forfeited. All remaining unused Business Select, Anytime, and Senior funds will be converted to reusable travel funds for the originally ticketed Passenger only. If you no show your reward travel reservation, the points will be redeposited to the purchaser’s Rapid Rewards account. Any taxes and fees associated with your reward travel reservation will be held for future use in the form of reusable travel funds under the name of the traveler(s).

Applying Travel Funds: In the event your travel plans change and you need to apply travel funds to future trips, please make note of your confirmation number. Customers calling Southwest to request a refund or to research travel funds for a specific ticket must provide their confirmation number, ticket number or flight information (date, origin and destination).

Fare Information (cont'd)

Anytime

- ❖ These fares are refundable and changeable and may be applied toward future travel on Southwest Airlines for the originally ticketed passenger only.
- ❖ Standby travel between the same city pairs and on the original date of travel is permitted with no change in fare. Applicable taxes and fees associated with standby travel will apply on a per passenger basis..
- ❖ Fares may vary based on flights and day of travel.
- ❖ Fares are subject to change until tickets are purchased and may be available for a limited time only.
- ❖ When combining fares, all rules and restrictions apply.
- ❖ Lower fares may be available.

No Show Policy: If you are not planning to travel on any portion of this itinerary, please cancel your reservation at least 10 minutes prior to the scheduled departure of your flight. Customers who fail to cancel reservations for a Wanna Get Away fare segment at least ten (10) minutes prior to travel and who do not board the flight will be considered a no show, and all remaining unused Wanna Get Away funds will be forfeited. All remaining unused Business Select, Anytime, and Senior funds will be converted to reusable travel funds for the originally ticketed Passenger only. If you no show your reward travel reservation, the points will be redeposited to the purchaser's Rapid Rewards account. Any taxes and fees associated with your reward travel reservation will be held for future use in the form of reusable travel funds under the name of the traveler(s).

Applying Travel Funds: In the event your travel plans change and you need to apply travel funds to future trips, please make note of your confirmation number. Customers calling Southwest to request a refund or to research travel funds for a specific ticket must provide their confirmation number, ticket number or flight information (date, origin and destination).

Fare Information (cont'd)

Wanna Get Away

- ❖ Fares are nonrefundable but may be applied toward future travel on Southwest Airlines for the originally ticketed passenger only.
- ❖ Should a passenger fail to apply the nonrefundable ticket toward the purchase of future travel within the eligibility period, the entire amount of the fare, which includes without limitation, all fees, taxes, and charges, will be forfeited.
- ❖ Standby travel requires an upgrade to the Anytime fare.
- ❖ Fares may vary as seats are limited and may not be available on all flights and dates.
- ❖ Limited seating, advance purchase, and other conditions may apply.
- ❖ Fares are subject to change until tickets are purchased and may be available for a limited time only.
- ❖ When combining fares, all rules and restrictions apply.
- ❖ Lower fares may be available.

No Show Policy: If you are not planning to travel on any portion of this itinerary, please cancel your reservation at least 10 minutes prior to the scheduled departure of your flight. Customers who fail to cancel reservations for a Wanna Get Away fare segment at least ten (10) minutes prior to travel and who do not board the flight will be considered a no show, and all remaining unused Wanna Get Away funds will be forfeited. All remaining unused Business Select, Anytime, and Senior funds will be converted to reusable travel funds for the originally ticketed Passenger only. If you no show your reward travel reservation, the points will be redeposited to the purchaser's Rapid Rewards account. Any taxes and fees associated with your reward travel reservation will be held for future use in the form of reusable travel funds under the name of the traveler(s).

Applying Travel Funds: In the event your travel plans change and you need to apply travel funds to future trips, please make note of your confirmation number. Customers calling Southwest to request a refund or to research travel funds for a specific ticket must provide their confirmation number, ticket number or flight information (date, origin and destination).

Visual Elements

The visual elements Overview

Logo

Our logo consists of the custom-designed Southwest wordmark and Heart Symbol.



Colors

Our primary color palette includes Bold Blue, Warm Red, Sunrise Yellow, Deep Silver, and a Summit Silver accent.



Primary

Typography

A streamlined, custom-designed sans-serif family reflects our modern, bold, and friendly character.

Deep Silver Grey should be the primary color of all typography used in external Customer communications. In internal communication, black may be used as a secondary option.

Southwest Sans

Light

abcdefghijkl

ABCDEFGHIJK

1234567890\$%&

Southwest Sans

Regular

abcdefghijkl

ABCDEFGHIJK

1234567890\$%&

Iconography

Our uniform icon style is visually similar to the Heart Symbol.



Images

The Southwest logo, along with a few interior and exterior images are available via the NDC Exchange portal.

- To access image files, see Documentation section of the development.aero portal
- Additional images can be found at <https://www.swamedia.com>

Access Requirements

Access Requirements - Next Steps

After initial validation as a potential Southwest 3rd party, the following steps must be completed:

- Request access to sample messages via NDC Exchange Sandbox
 - Include the following information with access request
 - Company Name, Contact Name, Title, Email address & Phone#

- Obtain Southwest Test credentials
 - Follow steps to obtain a CorpID, (allow up to 3 business days to ensure availability in Southwest test environment)

- Fully executed Southwest Partner Services (SPS) Agreement

- Schedule Demo
 - Fully functional demo upon completion of development work

- Provide login credentials to Southwest B2B Channel Strategy contact

Upon successful completion of all the aforementioned steps, production access will be granted to Southwest content via the NDC Exchange.