

# NDC Exchange – Upcoming Changes Partner Impact

Sept 6, 2019



# Upcoming Changes

- In order to position Southwest Airlines for future success, multiple strategic initiatives are underway that will drive significant improvements in 2020. As a valued Partner, we want to raise awareness of these changes and our timelines as soon as possible, to ensure that any impacts are identified and addressed proactively.
- The following changes will impact all Southwest booking channels.
- Southwest is currently planning to implement these changes by mid-year 2020.
- Please note, this information is not for external distribution or communication. None of these changes should be shared or discussed publicly until further notice.

# Upcoming Changes

- **Key 2020 Improvements and Changes:**

- Replace current static mapping between fare classes and products with dynamic mapping.
- Move from fare-class driven to a fare-product driven shopping, pricing, and booking.
- Introduction of ATPCO Branded Fares and Optional Services.
- Offer more price points and fare flexibility by leveraging ATPCO Dual RBD validation.
- Discontinuation of senior fares.

- These improvements and changes could drive development and design changes to your interface, primarily the removal of any static (hard-coded) mapping of fare classes / fare basis codes and adoption of fare family (e.g., Wanna Get Away, Anytime, Business Select).

**Note: NDC Exchange will have more info regarding the specific impact to services you use to access Southwest content.**

# Fare Freedom Project

## Summary

Fare freedom project will allow Revenue Management flexibility to optimize pricing between and within products by separating dedicated fare classes from specific fare products.

## Objective

- Creates the capability to have more price points per product and to have synced fares.
- Increase flexibility for future product development.
- Allows for fare classes to be mapped to multiple products depending upon fare filing

## Partner Impact

- Divorce Fare Class
  - Cannot use fare class for determining fare products and benefits
- Dual RBD
  - Cannot use fare class and seat quantity from Availability and Shopping response
  - Price by fare product
  - More price points per product which could lead to price change warnings while making new Bookings or Exchange transactions.
- Discontinue Senior discounts
  - Cannot use SRC pax type to get senior fares

# Branded Fares & Optional services

## Summary

Branded Fares & Optional Services are independent ATPCO products which enables the ability to bundle features with a Branded Fare or sell features as standalone products.

Items defined in Optional Services are considered supplementary services that may compliment existing fare and rule products.

## Objective

- Allows fares to be organized into commercially recognizable Products with distinct service offerings (features) associated to the Brand
- Allows the Airline the ability to:
  - Organize fares into groups or brands
  - Name the brand and identify the tier levels of each brand
  - Identify distinct service features associated with a brand
  - Provide ability for customers to shop by brand or features

## Partner Impact

- Partners can identify services coded in Optional Services data, as features to Branded Programs.

# Current & Future State

## Current

Current static mapping of Fare Classes to Fare Products

- K = Business Select
- Y = Anytime
- All others = Wanna Get Away

## Future State

Remove static (hardcoded) mapping of Fare Classes (FC) and Fare Basis Codes (FBC) and begin using Fare Family name/code.

- Wanna Get Away (WGA)
- Business Select (BUS)
- Anytime (ANY)