



# NDC adoption: Tools for a successful partnership commercial toolkit



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**A**re you considering implementing IATA NDC? Do you want to grow the success of your strategy?

Do you need help encouraging your airline's travel partners to migrate to NDC platforms? If you've answered yes to any of these questions, download the **'NDC adoption: Tools for a successful partnership' commercial toolkit**, where Accelya's Bill Cavendish looks at some of the most common and potent adoption strategies, such as:

- **Dangling the carrot:** Create a win-win situation for the airline-agent-customer by offering a reward. With this approach, airlines attract sellers

by offering exclusive content and packages (often fare brands) through NDC channels.

- **Wielding the stick:** Remove incentives for travel sellers to use non-NDC channels by adding surcharges and/or excluding content from the GDS.
- **The wholesale model:** Place the power firmly in the hands of the travel agent, who then decides from whom and under what terms to source NDC content. The airline provides the agent with its content – and perhaps an incentive – and it's up to the agent to select an aggregator (GDS or third party).

A successful NDC partnership is one where travel partners engage positively with an airline to sell more and different content through new and richer channels. During the more than 10-year journey, pioneer airlines have pursued various strategies to encourage travel partners to move from consuming content through the Global Distribution Systems to NDC.

The big question for every airline is what adoption strategy will work best for them. Well, it depends. Each strategy employs 'levers' of content differentiation or commercial terms to achieve the desired results.

If you're still deciding what the best strategy for your airline is, Accelya's commercial toolkit can guide you. It also includes Tye Radcliffe's exclusive comparison of the various NDC adoption strategies. Tye is Accelya's SVP of Product Strategy for the Order group, so he knows the results strategies like carrot, stick, or the wholesale model can give your airline. [🔗](#)

Get your copy of the NDC adoption commercial toolkit here or visit [www.accelya.com](http://www.accelya.com) for more information