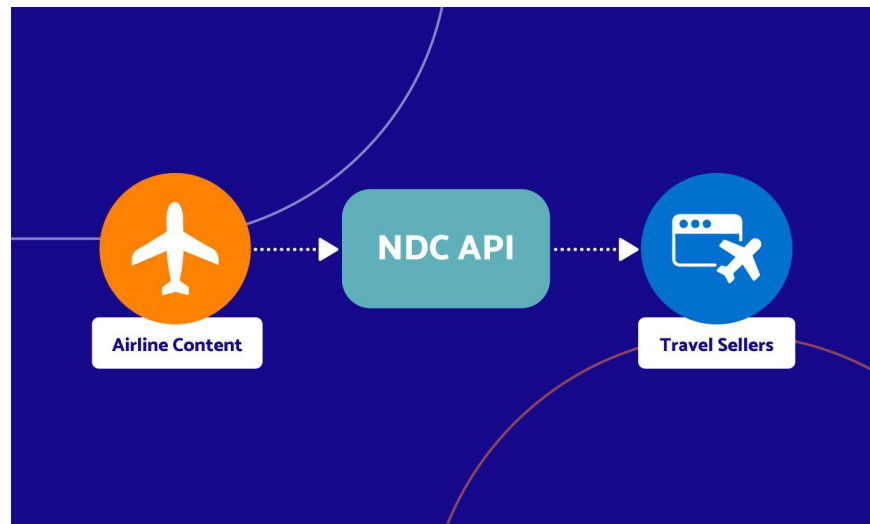




Empower Your Airline Through Modern Retailing, by TP Connects



Introduction: NDC Distribution Powers Modern Retailing

In today's competitive airline industry, agility, flexibility, and personalization are no longer optional, they are imperative. As traveler expectations evolve and airlines race to stay competitive, traditional distribution methods through legacy GDS systems are becoming increasingly outdated, limiting airlines' ability to showcase their full value proposition.

NDC has emerged as the cornerstone of modern airline retailing, enabling airlines to distribute rich, differentiated content - branded fares, ancillaries, and bundles - directly to travel sellers while maintaining control over pricing, customer experience, and margins. However, successful NDC adoption isn't just about implementing the standard; it's about solving the distribution challenge: how to efficiently reach diverse partners globally, from sophisticated TMCs requiring API integration to regional agencies needing user-friendly portals, all while maintain-

Le retailing moderne, nouveau moteur des compagnies aériennes

Dans un secteur aérien toujours plus concurrentiel, agilité, flexibilité et personnalisation ne sont plus des options. Face à des systèmes GDS traditionnels devenus obsolètes, la norme NDC s'impose comme la pierre angulaire du retailing aérien moderne : elle permet aux compagnies de distribuer un contenu riche et différencié — tarifs de marque, services annexes, offres groupées — directement aux vendeurs de voyages, tout en gardant la maîtrise des prix, de l'expérience client et des marges.

Le vrai défi n'est pas d'adopter la norme, mais de distribuer efficacement à des partenaires très divers, des grandes TMC exigeant une intégration API aux agences régionales privilégiant un portail simple. C'est la réponse qu'apporte TPConnects avec sa plateforme Astra, qui combine passerelle API NDC et portail B2B pour couvrir tous les types de partenaires, réduire la complexité technique et accélérer l'expansion vers de nouveaux marchés.

AirCairo en est l'illustration : la compagnie a récemment étendu son partenariat avec TPConnects pour enrichir son offre, fluidifier son service après-vente et élargir sa

ing operational efficiency and commercial control.

The complexity of NDC distribution includes:

- **Multi-channel management:** Supporting partners with varying technical capabilities
- **Content differentiation:** Delivering personalized offers across channels while maintaining brand consistency
- **Servicing automation:** Enabling seamless post-booking changes, cancellations, and refunds
- **Commercial flexibility:** Managing pricing, commissions, and content access by partner type
- **Scalability:** Expanding distribution reach with limited additional costs and operational overhead
- **Time to market:** Connecting new APIs to an airline's distribution channel in weeks rather than months. At TPConnects, we're at the forefront of this transformation, helping airlines embrace modern NDC distribution and modular retailing through our Astra platform.

How Astra Enables Compre-



hensive NDC Distribution

TPConnects' Astra NDC solves the NDC distribution challenge through a comprehensive approach that combines technical sophistication with operational simplicity.

Astra NDC API Gateway: Scale Technical Partner Integration
Astra's NDC API Gateway enables airlines to distribute rich content to travel sellers and distribution partners efficiently. The platform delivers real-time inventory, pricing, branded fares, ancillaries, seat maps, and bundles to your distribu-

distribution. « Cela renforce l'engagement d'AirCairo en faveur d'une distribution moderne », souligne Ahmed Aziz, VP Commercial.

Au-delà du NDC, Astra ouvre la voie au retailing modulaire promu par l'IATA (cadre RP1786a) et à la bascule vers le « 100 % Offers & Orders ». Les compagnies peuvent ainsi choisir les meilleures briques technologiques, gagner en efficacité et proposer des offres personnalisées.
Contact : TPConnects.

tion network - maintaining full NDC standards compliance with flexibility to support partners at different technical maturity levels.

The platform enables content distribution tailored to channel and customer context, while providing end-to-end booking flow management from shopping to post-booking modifications.

Automated disruption handling, proactive notifications, and real-time order synchronization streamline servicing operations. Airlines maintain commercial control through channel-specific content and pricing strategies, and performance analytics.

Astra B2B Agency Portal: Distribution Without Technical Barriers
Astra provides a full-featured B2B portal for agency partners with an intuitive booking interface, real-time search and ticketing, and advanced servicing for modifications, cancellations, and refunds.

By combining API Gateway and B2B Portal, Astra enables airlines to serve all partner types. This approach eliminates distribution gaps, reduces technical complexity, and accelerates expansion into new markets.

AirCairo's NDC Distribution Success

AirCairo exemplifies how airlines can leverage Astra's comprehensive NDC distribution capabilities to transform their go-to-market strategy. Already utilizing Astra's NDC API Gateway and B2B Agency Portal, the airline recently expanded its partnership with TPConnects to further leverage the Astra platform and deliver rich, differentiated content with seamless interoperability, advanced end-to-end servicing, and superior retailing functionality.

This transformation enables AirCairo to:

- **Broaden access to ancillary products and bundled services**

- **Offer greater flexibility to travel partners**
- **Optimize operational work-flows**
- **Expand distribution reach**
- **Accelerate integration deployment**

AirCairo's VP of Commercial, Ahmed Aziz, stated:

"Extending our partnership with TPConnects underscores AirCairo's commitment to modern air distribution. By utilizing Astra's advanced NDC and B2B Portal capabilities, we provide our partners with seamless access to our fares and services, driving convenience and value for travelers worldwide." AirCairo's approach shows how airlines are not just adopting new technologies but actively transforming their operations to meet the future needs of travel.

Modularity: The Foundation of Modern Airline Retailing With NDC as the foundation, airlines like AirCairo can begin their journey towards modular airline retailing. Modular airline retailing is a strategic approach championed by IATA that empowers airlines to adopt best-of-breed solutions without being locked into monolithic platforms.

This approach is based on IATA's RP1786a framework, which divides airline retailing into five business domains:

1. **Product Management**
2. **Offer Management**
3. **Order Management**
4. **Finance Management**
5. **Delivery Management**

Rather than being locked into a single provider for all domains, airlines now have the flexibility to choose best-of-breed solutions



that integrate seamlessly with each other.

This shift is crucial as it helps airlines create more dynamic, personalized offers, improve operational efficiency, and deliver a superior customer experience.

IATA's Vision: The Shift Towards 100% Offers & Orders

As IATA's whitepaper (OCT, 2025) highlights, modularity is essential for airlines to fully embrace Offers & Orders. Airlines are moving away from traditional systems that rely on multiple repositories like e-tickets and electronic miscellaneous documents (EMDs).

Instead, they are adopting a single order repository based on IATA's ONE Order standard, which simplifies the customer experience and enhances post-booking servicing.

This shift is critical because:

- **Offer management is the most mature business domain, providing airlines with the greatest value in terms of dynamic pricing and personalization.**
- **Order management, while equally important, is still transitioning from legacy systems to a more streamlined, unified approach.**

By embracing this transformation, airlines can deliver a seamless, unified experience for travelers while reducing operational complexity.

The Strategic Benefits of Modular Retailing The shift to modular retailing offers airlines several distinct advantages:

- 1. Personalized retailing: Airlines can tailor offers based on real-time data and traveler preferences, driving higher conversion rates and ancillary revenue.**
- 2. Flexible distribution: Airlines can easily expand their distribution network through NDC and other channels, reaching new markets and customer segments.**
- 3. Improved operational efficiency: By integrating best-of-breed solutions and automating work flows, airlines can reduce manual processes and enhance operational agility.**

4. Future-proof infrastructure: With modular platforms, airlines can easily adopt new capabilities as technology evolves, ensuring they remain competitive in the long term.

How TPConnects is Helping Airlines Embrace Modularity At TPConnects, we are driving this modular shift through our Astra platform.

Astra Nova leverages NDC and ONE Order to provide airlines with flexibility and control over their retailing strategies.

TPConnects Astra Nova's modular capabilities allow airlines to:

- **Select only the capabilities they need, integrating them seamlessly with existing systems (Product Catalogue, Stock Keeper, Offer Management, Order Management and others)**
- **Deploy customized solutions that cater to their unique business and operational needs.**
- **Scale operations quickly while maintaining flexibility and adaptability.**

Conclusion: Your Path to Modern Retailing

The airline industry is undergoing a massive transformation, and modular airline retailing is at the heart of this change. With TPConnects' Astra platform, airlines like AirCairo are already experiencing the benefits of NDC-powered distribution - from richer offers to greater distribution control.

As airlines embrace the IATA RP1786a framework, they can move towards 100% Offers & Orders, unlocking new levels of operational efficiency and customer satisfaction.

The question is no longer whether to modernize, but how quickly you can transform.

Whether you're beginning your NDC journey or looking to optimize existing capabilities, modular retailing provides the flexibility, scalability, and competitive advantage needed to thrive in today's market.

Ready to transform your airline's retailing? Want to explore how Astra can help your airline unlock the potential of modern Retailing ?

Contact TP Connects today to discover how we can help you drive efficiency, flexibility, and growth in the airline industry.

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**So our world
moves forward.**



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