



ADM WORKING GROUP WORKSHOP #3 (10-11 NOVEMBER 2016)

EXECUTIVE SUMMARY

OBJECTIVE OF WORKSHOP

To validate the scope of all solutions identified through the Root Cause Analysis process in 2016, vote and prioritize the solutions for implementation in 2017, and decide on measurement metrics of the same in order to set KPIs.

OVERALL OBSERVATIONS

There was a collaborative spirit during the discussions as the group had built mutual trust and respect, and utilized the expertise of the IATA project team for the group's benefit. Honest feedback was received and healthy and constructive dialogue were maintained throughout the meetings. This was evident from the active participation in the discussions by the group, as well as a 100% voting rate on all the proposed solutions. Using an anonymous voting system, there were no polarized votes towards any of the solutions.

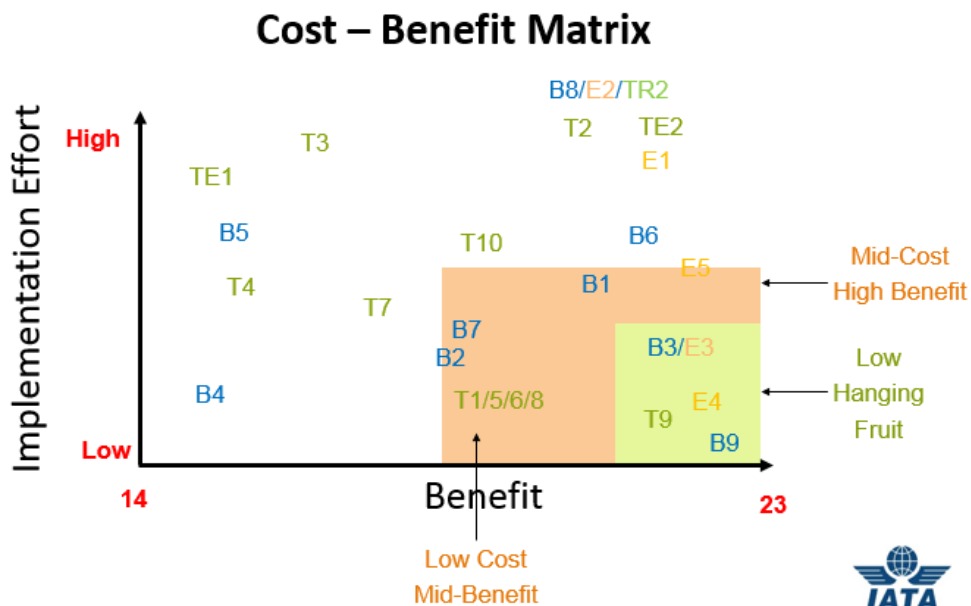
All solutions were validated and voted for implementation with 60.8% adoption for the least favorable solution, and 100% adoption to 4 solutions out of the 29 solutions discussed.

The prioritization exercise identified that there were some low-hanging fruit that would be least costly to implement, with high benefits to the industry.

(List of attendees in Appendix B)

OUTCOME

Below is the cost-benefit matrix as per the group's discussion for all solutions. (See reference to the solution codes in Appendix A)

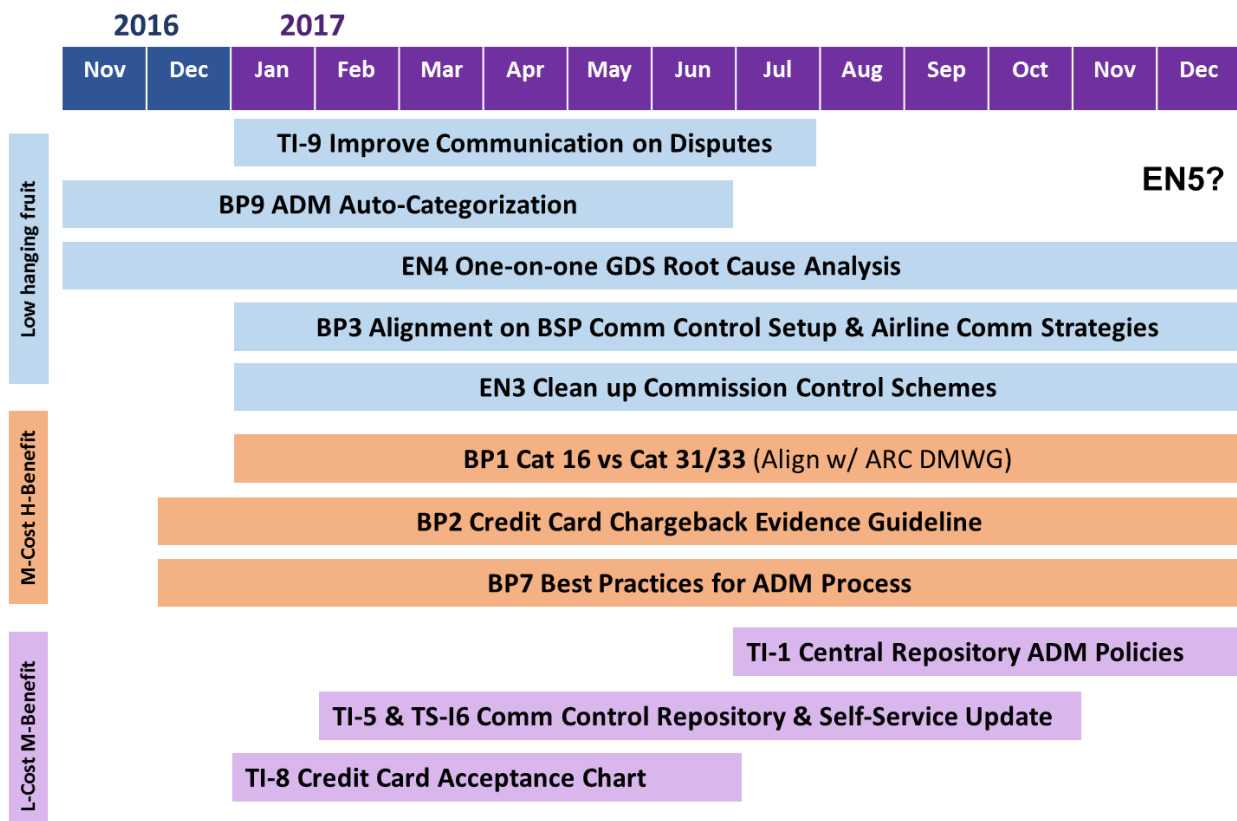




The group agreed to first approach those solutions that were identified as “Low Hanging Fruit”, as well as those that were either “Low Cost, Mid Benefit”, or “Mid Cost, High Benefit”.

After a high level analysis on the interdependencies internally within IATA, resources available and feasible timelines, the following proposed roadmap by the project team was fully endorsed by the group with no objections.

Proposed Roadmap 2017



*Note that EN5- to submit a drafted paper to PSG in reviewing the usage of 850m was also finally endorsed to be included in the scope of 2017 (as a result of a survey that was concluded post-workshop). Timeline to be defined after alignment with PSG 2017 meeting dates.

The working group agreed to first receive a proposed target per solution from the IATA project team, and provide any feedback (if applicable) to adjust. It was agreed also that the targets should be flexible and adjusted along the year in case variables are observed.

Finally, it was also agreed that the working group would route any further feedback regarding the final decisions to the project team after consulting internally within their organization, and that the roadmap should be flexible until final targets are decided.



APPENDIX A- SOLUTION CODES

Technical Solutions

- TS-I1 ADM Policy Repository
- TS-I2 Airline Dynamic ADM Policy
- TS-I3 Online Correction Module
- TS-I4 Freeze latency period once ADM is “Forwarded to GDS”
- TS-I5 Central repository of Commission Control Setups
- TS-I6 Self service commission Control update
- TS-I7 Automate “Tax on Commission” in certain markets
- TS-I8 Credit Card Acceptance Chart
- TS-I9 Improve Pre-Billing Dispute Communication
- TS-I10 Validation on Last Day of Travel in RTDN
- TS-E1 Include rebooking policies in the bytes of fare filing
- TS-E2 Implementation of 3D-Secure

Best Practices

- BP1 Airline utilization of Category 16 vs 31/33
- BP2 Credit Card Chargeback Evidence Guideline
- BP3 Ensure Alignment between Commission Control Setup & Airline Commercial Strategies
- BP4 Churning prevention
- BP5 Reporting tax breakdown in tax fields in ADM
- BP6 Fictitious RTDN
- BP7 Best Practices for ADM Process
- BP8 Best Practices in Airline Filing of YQ/YR Charges
- BP9 Auto-Categorization of ADMs

Industry Enhancements

- EN1 Credit Card Statement Information
- EN2 Tackling YQ/YR related ADMs with individual Airlines
- EN3 Commission Control schemes (Cleanup)
- EN4 Working with individual GDS on Root Cause Analysis for auto-priced fares
- EN5 Resolution 850m review on usage of ADMs by airlines

Training

- TR1 Agent training on booking practices (Market Specific)
- TR2 Airline Fare Filing Training
- TR3 Agent Training



APPENDIX B

WORKING GROUP ATTENDEES

(BY ENTITY, EXCLUDING MULTIPLE REPRESENTATION FROM THE SAME COMPANY AND IATA SMES)

Company name	Entity Type
Air France	Airline
Alitalia	Airline
Lufthansa	Airline
United Airlines	Airline
TAP Portugal	Airline
Swiss	Airline
South African Airways	Airline
British Airways	Airline
Saudia	Airline
Delta Air Lines	Airline
Saudi Arabia	Airline
El Al	Airline
Emirates	Airline
HahnAir	Airline
KLM	Airline
Kenya Airways	Airline
Expedia	Agent
Carlson Wagonlit Travel	Agent
BCD Travel	Agent
Denmark Travel Agent Association	Agent
Travelsky	GDS
Amadeus	GDS
Travelport	GDS
Sabre	GDS
ARC	Other
ATPCO	Other