



Deem Travel Partner Dashboard Training Series:

Module 7 – Pricing Within Deem

Version 17 – October 19, 2015 Series

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Audience is muted –
Please enter questions in Chat

Basic Dashboard Training Modules: Module 7

Agenda:

- Who are ITA and ATPCO?
 - How and why does Deem utilize ITA?
 - The Process for Implementing Customer Airline Contracts
 - Carrier Filing ATPCo Distribution to ITA
 - Release of contract fares from ITA to Deem
 - Configuring the Partner Dashboard
 - Troubleshooting Tips
-

Who is ITA?

Created the world's first modern system for airfare pricing, airfare shopping and seat availability management in over 30 years.

- ITA utilizes a database solution called QPX, which receives standard industry data feeds - fares from ATPCO, schedules from OAG and customer-specific information.
- QPX has the ability to pull 1 billion possible airline availability/pricing combinations per query.
- ITA returns what it analyzes as the top 200 combinations to Deem, based on search parameters and sort criteria (Company Policy, Price, Shortest Flight Time, etc.)

Why use ITA?

A much more robust offering than pulling strictly from the GDS

- GDS can only pull 6-8 combinations per query.
- Multiple GDS queries can become costly.

ITA's Role in the Booking Process

ITA is strictly utilized as a faring and shopping utility.

- When a query is submitted to Deem, most of the returned search results come directly from ITA.
- Once flights are selected, a re-price is performed in the GDS to ensure that the fare is correct.
- The GDS has the final say on fare paid & seat availability for air services secured
 - No tickets are issued from ITA. All tickets are driven in a GDS PNR.


Who is ATPCo?

ATPCo – Airline Tariff Publishing Company

- ATPCo collects fare related data from airlines globally (approx. 500 airlines) and makes them available to various distribution channels, including GDS and faring database solutions such as ITA.
- In order for contract related data to be visible within Deem, carriers must file the contracted fares with ATPCO for distribution to both the booking GDS and ITA.

NOTE: Private fares built by the agency directly into the GDS will NOT be displayed during availability when searching by Price.

User queries Deem for Flights

 Travel * Required

Flight Remove

Search by

For low-fare options, enter your search info below. To see all flight options, click the 'Schedule' tab above.

From * [City name or airport](#)
Jacksonville, FL, US (JAX)
 Search nearby airports

To * [City name or airport](#)
New York, NY, US (LGA)

Leave *
Sunday Depart

Return *
Wednesday Depart

[More search options](#)
Multi-city, One-way, Class of service, Fare type, etc.

Hotel Add

Car Rental Add


Alerts 0 alerts

Profile

Keep your Profile up-to-date

Keep your Profile up-to-date to save time when booking services.

[Go to your Profile](#)



Go Mobile!
View your itinerary, get real-time flight stats, book dining, check weather and more. Now on iPhone and Android.

Company News

Once user clicks “Search”, the query details are submitted to ITA







User queries Deem for Flights

ITA returns results and Deem displays them to Traveler

Travel | Select your departure flight

View results by ▶ Price **Schedule** View Segment ▼

Your search returned results for 8 airlines

	 Delta Air Lines	 Multiple Airlines	 US Airways	 American Airlines	 Southwest Airlines	 Frontier Airlines
All airlines						
Non-stop	---	---	\$243 ⓘ	\$190 ⓘ	\$200 ⓘ	\$180 ⓘ
1 stop	\$296 ⓘ	\$351 ⓘ	\$361 ⓘ	---	\$210 ⓘ	---

Airfares are subject to change. Total fare includes [taxes and fees](#).

Your Search [Modify Search](#)

Sort by: [Company Policy](#) | [Cost](#) | [Departure](#) | [Arrival](#) | [Duration](#) 1-10 of 62 ▶▶


62 of 94 results ([Show All](#))
[Reset to original search](#)
[View all times and airports](#)

Flight Times:
Wednesday, 5/20/09

Depart: Wed 6:00AM - Wed 12:00PM


Arrive: Wed 9:15AM - Thu 12:45AM

from **\$190** per person [Select](#)

 **American Airlines 1178** [More Details](#)

[DEN](#) | 10:05 AM (May 20) Coach
[ORD](#) | 1:25 PM 2h 20m (Non-stop) | [Seat map](#)

from **\$200** per person [Select](#)

 **United Airlines 532** [More Details](#)

[DEN](#) | 6:04 AM (May 20) Coach

GDS Re-Price

Travel | Review your flights

\$268

per person, complete trip
[Click here](#) for lower fares.

✈ Leave

American Airlines 1178

Wed, May 20 MDT
Depart: **10:05 AM** | Denver, CO ([DEN](#))
Arrive: **1:25 PM** | Chicago, IL ([ORD](#))
(Non-stop) | Restricted Coach
Boeing 737-800 | 80% on time
[Seat map](#) | [Fare Rules](#)

✈ Return

American Airlines 1103

Thu, May 21 CDT
Depart: **7:40 AM** | Chicago, IL ([ORD](#))
Arrive: **9:10 AM** | Denver, CO ([DEN](#))
(Non-stop) | Restricted Coach
Boeing 737-800 | 90% on time
[Seat map](#) | [Fare Rules](#)

Rules and Restrictions

The air ticket must be purchased in advance.
The air ticket has a change fee.
The air ticket is non-refundable.

[Checked baggage fees](#)

[Change/Cancel restrictions apply](#)

When the user's complete itinerary is displayed, Deem has re-priced it in the GDS.

Process for offering customer contracted fares within Deem

- Carrier must amend fares filed with ATPCo
 - Agency/Customer submits fare filing forms to carrier for ATPCo distribution to ITA
 - Sample, generic form provided by Deem (next slide)
 - Most major domestic and international carriers also require their own carrier-specific fare filing form for contract fare filings.
 - ITA, for fare filing purposes, is considered a GDS (GDS Code 1U)
 - Carrier files fares to ITA via ATPCo Distribution
- ITA releases contracted fares for viewership within Deem
 - POS form is submitted to ITA by Deem Implementation Manager
 - ITA releases contracted fares to Deem 5 times weekly
- GDS pricing ID codes (a.k.a. SNAP or private fare codes) and ATPCo Account Codes loaded into agency configuration of Partner Dashboard.
- Testing of contract pricing within Deem
 - Compare GDS pricing to fares returned in search results matrix

Sample ATPCo Letter

ABC Agency
123 Anywhere Lane
Anytown, NC, 27503

July 16, 2015

TO: **Insert Sales Manager Name**

We are excited to be working closely with **Insert Carrier** as one of our key travel partners. We have been informed by Rearden Commerce that we need to make a formal request **to add GDS codes 1U** as a subscriber to our private fares, thus sending them to ITA (1U). Deem utilizes the ITA Faring Engine for airline pricing and inventory availability for their online booking platform.

We would like to have our private fares **include 1U (ITA) subscription**, as they provide **Insert Company** with airfare shopping software (QPX). We will be shopping airfares and inventory on the ITA application QPX through the Deem platform.

This request is an addition to current distribution channels and is not a replacement.

My understanding of the process at **Insert Carrier** is that you will need to take my formal request and provide it to the **Insert Carrier** Corporate Pricing department. Once the Corporate Pricing department receives this request, they will then in turn request ATPCo to apply the subscriber code for ITA (1U) through what is called a G30 application.

Since we are actively tracking this request and would like to start shopping and booking on **Insert Carrier** as soon as possible, please notify me when this has been completed.

Have a great day!

Sincerely,

Insert Agency Rep Name

Describes the requirement of amending carrier ATPCo filing to add ITA and Deem GDS codes

Sample Carrier Fare Filing form

	A	B	C	D	E	F	G	H
1	American Airlines®							
2	ATPCO Cat 25 - Fare By Rule request form							
3	Please see instructions on second tab							
4								
5	Request date -	<u>12/01/07</u>						
6								
7	Corporation -	<u>Acme Corp</u>						
8	AN number -	<u>22X2A45</u>						
9	CART number -	<u>021931</u>						
10	Contract expiration date -	<u>31-Dec-08</u>						
11								
12	AA Sales Manager -	<u>John Q. Doe</u>						
13	Agency -	<u>Doe Travel</u>						
14	Agency contact -	<u>Jane M. Doe</u>						
15	Agency phone number -	<u>888-555-1212</u>						
16								
17	OA GDS account code (if applicable) -							
18	Sabre Corp ID/Snap code (if applicable)-	<u>ABC01</u>						
19	Apollo/Galileo Primary PCC (for redistribution)-							
20								
21	<u>GDS</u>	<u>ARC#</u>	<u>PCC/SID</u>					<u>Dedicated Y/N ?</u>
22	Sabre	12345678	ABCD					Y
23	ITA (1U)	12345678	ABCD					<input type="checkbox"/>
24								
25								
26								
27								
28								

Sample Carrier Fare Filing Form

AGENCY INFORMATION FORM Page 1

Please note: Incomplete forms will be returned to AE.

Instructions for ARC Form:

- ✓ There are 20 rows on this sheet. If you require more entries, please use next page.
- ✓ Please complete all required fields including the Company (customer) name.
- ✓ For ACTIVE CONTRACTS, send updated ARC Information (this form) as an attachment to an email to ARclist4CVA@united.com.

Private Fares Helpful Hints:

- ❖ Currently United codes private fares for Apollo/Galileo, Sabre, Worldspan, & Amadeus.
- ❖ Sabre uses the terminology Corporate ID. Their Corporate ID has 3 alpha and 2 numeric characters (i.e. ABC12).
- ❖ Apollo/Galileo/Worldspan all use the terminology Account Code. Their account codes are a minimum of 2 characters and a maximum of 20 and must start with an Alpha character.
- ❖ All GDS' use the terminology of pseudo city code (PCC) for security access, except Amadeus. Amadeus uses the terminology of vendor ID or office ID.

PLEASE NOTE THAT ITA IS BOTH A GDS AND A SEARCH ENGINE

Customer Name: Required		Acme/Road Runner Corporation						
Agency Name	Agency ARC # (Required) Must be 8 digits including leading 0s	Country	Fare Search Engine	GDS	Pseudo City Code Required	Account Code/ Corp ID Required for Fare Filing	Fare File this ARC? Y/N	Add/Delete
Doe Travel	12345678	USA	ITA Fare Search	ITA	ABCD	ABC01	Yes	Add
Doe Travel	12345678	USA	None	Sabre	ABCD	ABC01	Yes	Add
			None	PLEASE SELECT GDS			?	?
			None	PLEASE SELECT GDS			?	?
			None	PLEASE SELECT GDS			?	?
			None	PLEASE SELECT GDS			?	?
			None	PLEASE SELECT GDS			?	?
			None	PLEASE SELECT GDS			?	?
			None	PLEASE SELECT GDS			?	?

Sample POS Form

Form for releasing contracted fares from ITA to Deem

Basic Agency Request Form

REQUEST FOR ITA TO AUTHORIZE ADDITIONAL POINT-OF-SALE ACCESS CODES

Action (Add or Delete) -- Add
Sales CRS -- Sabre
Sales by Travel Agency (Y/N) -- Yes
Sales Country (+) -- USA
Sales Travel Agency IATA number (+) -- 12345678
Sales Travel Agency Code (PCC) (+) -- 1A2B

(+) denotes that multiple values may be entered
(Y/N) means either YES or NO

Customer understands and acknowledges that the foregoing list of access codes will afford it access to the confidential and proprietary data of airlines and other third parties ("Data Owners"). By submitting this list, Customer affirmatively certifies to ITA Software that it has been granted the right to access this data by the respective Data Owners. Customer understands and acknowledges that ITA will rely on the foregoing certification in giving Customer access to the data in question, and Customer accepts all responsibility for any consequences to ITA that may result from or arise out of such certification having been in any way false, misleading or incorrect.


Name: Tom Jones
Title: Configuration Manager
Phone Number:
Request Date:

Telling Deem which contract fares to apply:

Settings | Users | **Services** | Groups | Rules | Reports | Profiles

Services | Overview **Click Services Tab**

[Travel](#)

 [Airport Parking](#)
Save money by letting employees pre-reserve off-airport parking with their next trip.

[Car Service](#)
Increase traveler convenience and gain control over spending by reserving chauffeured car service online.

[Travel](#) **Click Travel Link**

Travel

Partner Dashboard

Settings | Users | **Services** | Groups | Rules | Reports | Profiles

[Back to Overview](#)

Services | **Travel** **Click Agency Configuration Link**

[Agency Configuration](#)
Configure travel agency settings.

[Vendor Management](#)
Configure vendor preferences and restrictions.

[Alternate Airports Management](#)
Create alternate codes for airports and configure them.

Partner Dashboard

Settings | Users | **Services** | Groups | Rules | Reports | Profiles

[Back to Travel Configuration](#)

Services | **Agency Configuration**

[Agency Settings](#)
Configure travel agency settings.

[Checkin BNR](#)

Click Agency Settings Link

Telling Deem which contract fares to apply

Negotiated Rates
Enter the customer code that is used to query for airline negotiated rates in the GDS:

Customer Code (optional)

Enter the ATPCO account codes that are used to query for airline negotiated rates from ITA:

Account Codes (optional, separated by a comma)

Specify the locales associated with the ATPCO account codes:

Pseudo City Locale Sales Home

IATA Locale Sales Home

Queue/Delivery Options

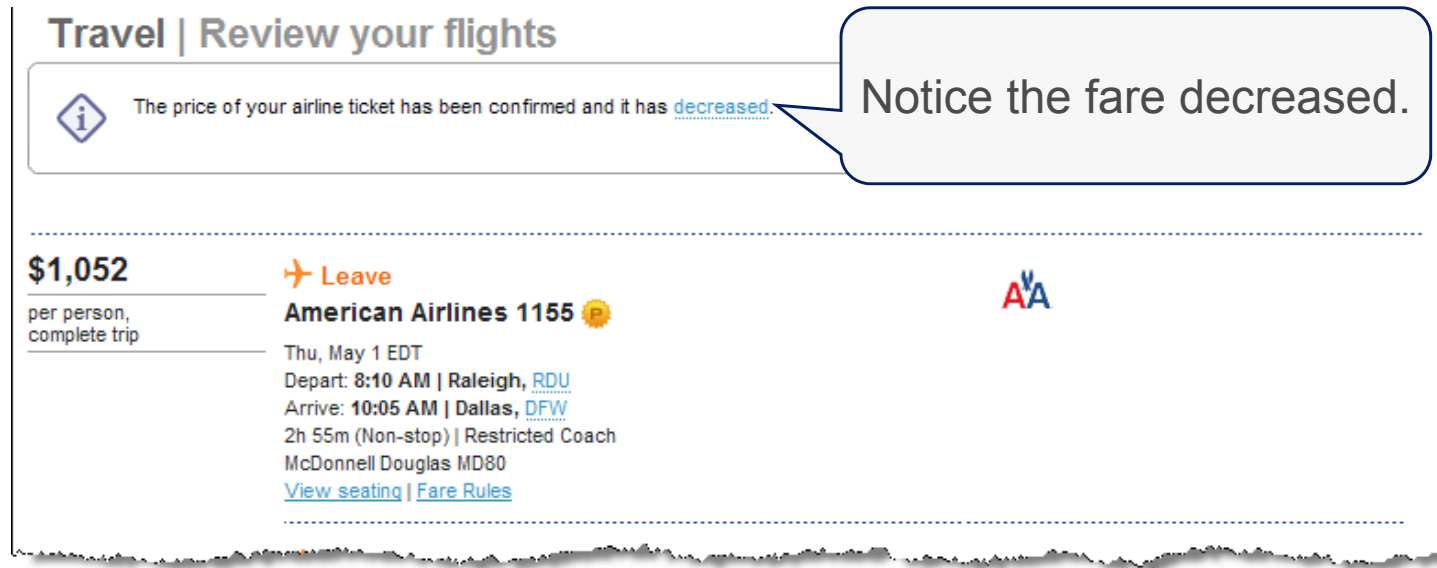
Options Set*

Notes:

- Only ONE customer code should be entered into the customer code field
- Subsequent customer codes must be added to an airline private rate
- Customer codes are for GDS pricing
- Multiple ATPCo account codes can be added to the account code field
- ATPCo account codes are for ITA queries and faring
- Typically customer codes and ATPCo account codes are the same value

Troubleshooting

Once flights are selected from search results matrix, a re-price is performed in GDS to ensure rate accuracy.



The screenshot shows a flight review interface. At the top, it says "Travel | Review your flights". Below that, a notification box with an information icon states: "The price of your airline ticket has been confirmed and it has decreased." A callout bubble points to the word "decreased" and says "Notice the fare decreased." Below the notification, the fare is listed as "\$1,052 per person, complete trip". The flight is identified as "American Airlines 1155" with a "P" icon. The departure is on "Thu, May 1 EDT" at "8:10 AM" from "Raleigh, RDU" and arrives at "10:05 AM" in "Dallas, DFW". The flight duration is "2h 55m (Non-stop)" in "Restricted Coach" class on a "McDonnell Douglas MD80". There are links for "View seating" and "Fare Rules". The American Airlines logo is also visible.

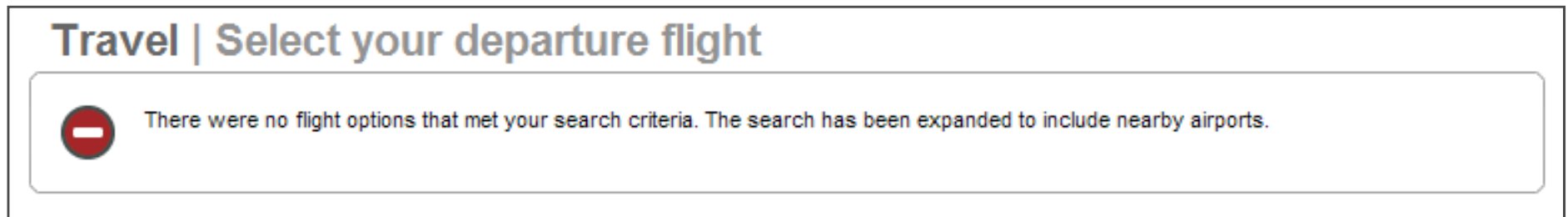
When a fare decreases, this is the result of one of two possible scenarios:

The ATPCo account code is not configured in Agency Settings (Resulting in no contracted fares returning to Deem in search results).

Carrier did not file contract for distribution to ITA (Resulting in no contracted fares for that particular carrier).

Troubleshooting (Cont)

If no flights are returned in the search results matrix



Notice no flights were returned.

Validate (in GDS) that flight availability indeed exists in the search window requested.

If flight availability is confirmed, two possible scenarios exist:

- The POS access form was not submitted to ITA

- The POS access form was processed with an ARC / IATA that is different than what is configured in agency settings

Troubleshooting (Cont)

Need assistance with troubleshooting pricing issues?:

File a case in the customer support portal, and assign to the maintenance/configuration queue. Please include the following information:

Site name

Sample user ID

Summary of issue

Permission to test

Steps to reproduce issue; including city pair, dates, times and flights selected (sample itinerary)

We will assist in determining root cause of issue. Once root cause is determined:

If determined to be carrier filing issue, customer/agency follow-up with carrier.

If determined to be POS access issue (POS form containing invalid info/not processed), we will submit a completed POS form to ITA.

Nearly all pricing related issues can be categorized in the two categories above. If your issue is determined to be outside of these, additional triage may be necessary.