

# Air Distribution Simplified

Delivering a truly digital retailing experience begins with **New Distribution Capability (NDC)** as the foundation.

NDC enabled content will fundamentally change air distribution. It requires transformational change to deliver its promise of richer content, convenience, and choice. AT CWT we are delivering against this challenge through our people, processes and technology, and supporting industry momentum through leadership, advocacy and influence.

We are focused on advocating for and building a multi-channel solution that makes it easier to understand and purchase rich content across all airlines. Our platform strategy allows us to remove air content distribution barriers for clients and suppliers, and by supporting collaboration across the industry we are helping drive new innovative approaches and evolve the NDC offer.

We have a clear vision and use our influence to advocate for the unique needs of business travelers.

## Bringing NDC to life

New air distribution enhancements promise to deliver richer, more relevant content through value-based pricing, convenience, and choice for travelers, across all distribution channels. There are three key components required to bring this rich content to life:



### Distribution

Enabling distribution channels access to enhanced content.



### Content

Providing content with demonstrative value to your travel program and improved experience for the business traveler.



### Display

Being able to display content in a way that's efficient and engaging.

### People

- Dedicated team
- Employee education
- Comprehensive change management

### Technology

- Enhanced counselor display
- Customer care and experience platform
- B2B4E employee-grade experience

### Process

- Redesigned work processes
- Automation
- Connecting systems and processes



## Simplifying air distribution

### Our Vision

**For Travel Managers:**  
To deliver content with the greatest value to travel programs.

**For Travelers:**  
To deliver richer, more relevant content, and choice, building confidence and enabling informed purchasing decisions.



### Leadership

- Executive buy-in and advocacy
- Open and honest dialogue
- Customer centric thinking



### Advocacy

- Supporting our partners
- Encourage industry collaboration
- Advocate the voice of the customer



### Influence

- Advisory boards and councils
- Partnerships that matter
- Global share of voice

[click here to read more](#)

