

FCM's NDC Messaging explained in one page

The core messaging framework for FCM's New Distribution Capability (NDC) solution

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FCM

Core positioning statement

FCM is committed to modern air retailing, ensuring businesses have access to rigorously tested, serviceable NDC content that drives efficiency and value. With a focus on operational reliability and customer alignment, we make NDC work for corporate travel programmes, delivering content that is practical, compliant, and future-ready.

Core value proposition

Business-ready NDC: Relevant, tested to the highest standard, and proven to work for your business.

Competitive differentiators

- #1. Deep industry expertise and strong partnerships
- #2. We focus on delivering NDC content that is serviceable & relevant
- #3. We believe in innovation through technology & future-proof NDC distribution
- #4. Customer-first guidance
- #5. Proven track record of rigorous testing and implementation

Elevator pitch

At FCM, we don't just switch NDC on - we make it work for your business. Every piece of content is tested to the highest standards, so your travellers get reliable options and your programme runs smoothly. Backed by strong airline and technology partnerships, combined with a consultative approach, we deliver content that's reliable today and adaptable as your needs change.

Messaging pillars 🖱️ For a comprehensive set of messages, see the NDC Messaging 101 Guide.

Relevant global NDC content that is serviceable and proven to work

Key messages:

Quality over quantity: we prioritise NDC content that is aligned with corporate travel needs, rather than simply offering broad, untested options. Every NDC content offering is rigorously reviewed to ensure compliance with global data protection regulations.

Strategic industry partnerships: Our strong relationships with airlines, OBTs, GDSs, and aggregators mean we bring customers early access to the most effective and relevant content.

Trusted NDC guidance backed by industry expertise

Key messages:

Consultative guidance: We work side-by-side with customers to assess where NDC fits, clarify limitations, and make sure activation aligns with their programme goals.

Experience you can rely on: With decades of air distribution expertise and strong industry partnerships, we turn industry complexity into practical solutions for corporates.

Thoroughly tested, ready for your business

Key messages:

Proven in real-world use: We test every NDC solution in controlled environments before rollout, so you only get content that's ready to deliver value in your programme.

End-to-end reliability: We validate not only the fares but the full booking journey: from search and payment to servicing and reporting - so nothing breaks across your programme.