Transforming Ticketing and Sales Data Submission and Automating IATA DDS Onboarding for a Leading Airline

A scalable, cloud-native data automation platform that ensures IATA DDS compliance, streamlines ticketing data exchange, and enhances accuracy across airline operations.

A low-cost carrier needed to upgrade its DDS (Direct Data Solution) reporting capabilities to meet IATA requirements, as its manual, non-scalable processes lacked automation and compliance controls. With digital retailing on the horizon, a secure, future-ready platform was required that could accurately capture, validate, and transmit large volumes of sales and ticketing data. Strengthening data integrity, regulatory compliance, and integration with internal systems became essential to maintaining operational efficiency and meeting evolving industry standards.

The airline's manual, fragmented processes were unable to manage the high volume and complexity of daily transactions—such as refunds, exchanges, and codeshares—and its ticketless model required compliant ticket number generation. These limitations caused reporting delays, increased operational workload, and heightened compliance risks. The airline required a partner with deep expertise in the travel industry and proven automation capabilities to accelerate certification and ensure accuracy at scale.

CLOUD-BASED DDS AUTOMATION FOR FASTER, ACCURATE CERTIFICATION

To address these regulatory and operational requirements, the airline partnered with IGT Solutions to deploy a cloud-based DDS automation platform designed specifically for accurate, secure, and efficient data submission to IATA. The solution automated the end-to-end process of data capture, validation, and reconciliation, eliminating manual dependencies and reducing the risk of errors.

By integrating seamlessly with the airline's operational and financial systems, the platform ensured precise interpretation of complex fare structures and transaction rules. Built-in business-rule validation, continuous monitoring, and automated exception handling further enhanced data accuracy and strengthened compliance with IATA standards.

IGT Solutions supported the airline through DDS certification, providing training and hypercare, which enabled a smooth transition to a robust, scalable, and future-ready reporting platform aligned with digital retailing initiatives.

DRIVING REAL-TIME DECISIONS, COST EFFICIENCY, AND CUSTOMER INSIGHT

The automation delivered significant gains in compliance, efficiency, and scalability. The airline achieved certified compliance with IATA DDS requirements while substantially reducing manual effort and accelerating turnaround times. The platform's high-volume processing capability ensured reliable daily data handling, resulting in improved data quality and fewer rejections. In addition, the solution established a robust, future-ready foundation to support the airline's digital retailing initiatives.

AT A GLANCE

INDUSTRY
Airlines

THE CLIENT
Leading Low-Cost Carrier

CHALLENGE
Manual, fragmented data submission workflows made it difficult for the airline to achieve IATA DDS certification and ensure data accuracy at scale.

SOLUTION
The airline partnered with IGT Solutions to implement a cloud-based DDS automation platform that streamlined data submission, ensured regulatory compliance, and provided a robust, scalable, and future-ready reporting environment aligned with digital retailing.

RESULTS
- Certified IATA compliance
- Reduced manual effort, faster turnaround
- Reliable high-volume processing
- Fewer data rejections
- Future-ready for digital retailing