ONE Order

Transition

January 2020
WHY?
Overall value creation

Key Order Management domains

- Optimize sales opportunities
- Drive airline distribution through a wider range of channels
- Take Orders, deliver and account for them as a digital retailer
- Optimize sales and execution across airline Group, JVs and alliance partners
- Enhance customer experience
- Leverage data and optimize IT costs

Organize as a retailer

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Unlocking benefits for the entire value chain

- Process efficiency
- Real time data
- Better servicing
- Streamlined relationships
- Simplicity
- Transparency
- De-specialize
- Enhanced data & analytics
- Automation
- Improve Offer forecasting
- Accelerate revenue recognition

Sellers
Technology Vendors
Delivery Providers
Accounting Providers

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How?
Airline IT Landscape
Today & tomorrow
Offer & Order Management possible end state

- NDC Interline Partners
- Seller (Travel Agent etc)
- NDC Aggregator(s)
- NDC & ONE Order
- Web/Mob APIs
- Offer Management
- Order Management
- OO Accounting API
- OO Delivery API
- Accounting
- DCS Ground Handler(s)
- Non Air Delivery Providers

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Progress towards airline retailing

Create offers
- Create offers in airline IT environment (Offer Management)
- Add ancillaries

Enhance Offers
- Contextualize / personalize
- New bundles and services
- New payment forms
- Implement dynamic pricing

Create Orders
- Create orders in airline IT environment (Order Management)
- Store orders
- Keep PNR and ET/EMD for the transition to orders

Process Orders
- Modify systems to process orders with richer data
- Implement across all partners (internal systems, interline, revenue accounting, 3rd party services etc)

Omnichannel Offer & Order Management
- Rely solely on Offer and Order Management
- Replace legacy messages (e.g. EDIFACT, TTY)
- Remove PNR/ET/EMD
What’s next?
Thank you