IATA ONE Order

Program update

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Manager ONE Order Engagement and Strategy

Implementers Forum
MAD – Aug 2018
Four industry programs to build Airline Industry Retailing

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tr>
<td>NDC</td>
<td>Transform the way air products are retailed to corporations, leisure and business travelers</td>
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<td>ONE Order</td>
<td>Simplify airline distribution, by modernizing the order management process</td>
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<td>NewGen ISS</td>
<td>Transform the current ISS model which facilitates the distribution and settlement of funds between travel agents and airlines</td>
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<td>TIP</td>
<td>Provide airlines with increased transparency and control in the collection of their sales through the travel agency channel</td>
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ONE Order: what is it?
Industry challenge?

**Airlines**
- Are restricted to paper processes in a digital world.
- Lack a unified view of the customer details and journey interactions.
- Are limited in what, and how, they sell and fulfil products and services.

**Technology and Innovation**
- New entrants face challenges due to the specialized market place for solutions.
- Airlines have a duplication of cost and processes of PSS and e-commerce.
- Airlines are hampered in innovation due to legacy processes and systems.

**Customers**
- Are challenged by multiple references and IDs throughout their journey.
- Are limited in which products and services they can purchase depending on the sales channel.
- Have new and heightened expectations, seeking alignment to online retailers.
ONE Order – what is it?

- A single Order Record combining information already existing on PNR and E-Ticket/EMD
- An Order based data communication messaging Standard facilitating retail-style architectures for fulfillment and accounting
- The foundation of Airline Order Management Systems

Order Management System (OMS)

Delivery Providers
Entitlement and delivery status

Accounting Systems
Order sales information and status

Airline (ORA)

Orleans (POA)
Entitlement and delivery status
ONE Order - The standard

Order Sales

Customer

Seller

Order creation & payment confirmation
Order change

Order Management System

Offer Responsible Airline (ORA)

Order creation & payment confirmation

Participating Offer Airline (POA)

Order Delivery

Order Sales Information & Delivery Status

Service Delivery (Entitlement & Status) Notification/Retrieve/Change

3rd Party Delivery Provider(s)

Order Accounting

Accounting System

IATA (BSP/ICH) or ARC or other

Order Billing

Role System Transaction

Legend

- ONE ORDER messages
- Other IATA standard
- System
- Transaction

Order Billing

Order change

Service Delivery (Entitlement & Status) Notification/Retrieve/Change

3rd Party Delivery Provider(s)
ONE Order – Business Drivers

- Enhance delivery of end-to-end travel products
- Sell more through simplified delivery and accounting
- Improve customer experience
- Reduce cost of commercial systems
- Reduce cost of finance operations
- Enhance data quality and analytics

CX: Affects Customer Experience
C: Affects Cost
R: Affects Revenues
ONE Order Pilots participants

H2- 2017

- aMADeus
- BRITISH AIRWAYS
- INTERES
- NIIT technologies

H1- 2018

- SAP
- IAG INTERNATIONAL AIRLINES GROUP
- ISO Software Systems
- Condor
- Sabre
- APG Airlines

H2- 2018

- JR Technologies

Airlines and System providers to be disclosed later this year
ONE Order - the program roadmap

- Supported by the IATA Board of Governors
  - Phase 1: Standard development (messaging)
  - Phase 2: Industry capability & adoption


Industry case for change

Phase 1: Industry Standard
IATA Resolution 797
Data exchange standard messages development

Phase 2: Industry Capability
Pilots development
Implementation
ONE Order – 3-Year Program Strategy paper
IATA external publication in May 2018

Describe how IATA is going to support the industry

Objectives

- Clarify ONE Order as complementing NDC
- Disclose roadmap & strategy to reach a 1st level of ONE Order industry capability by end 2020
- Give perspective beyond 2021
More information? [www.iata.org/ONEOrder](http://www.iata.org/ONEOrder)

**ONE Order**

ONE Order aims to modernize the order management process in the airline industry.

This industry-led initiative intends to replace the multiple and rigid booking, ticketing, delivery and accounting methods, using the data communications advances made possible by the implementation of the New Distribution Capability.

**One reference, One process, One industry**

**THE CONCEPT**

ONE Order is the concept of a single Customer Order record, holding all data elements obtained and required for order fulfillment across the air travel cycle - such as customer data, order items, payment and billing information, fulfillment data and status.

**One reference**

One Order will result in the gradual disappearance of multiple reservation records as well as e-ticket/EMD concepts to be replaced by a single reference travel document.

A new standardized and expandable reference will become the single access point for customer orders by third parties (interline partners, distribution channels, ground handling agents and airport staff, among others).

**One process**

Contact us at: [ONEOrder@iata.org](mailto:ONEOrder@iata.org)
Thank you!