



# IATA ONE Order

Program update

**Ionut BADEA**

Manager ONE Order Engagement and Strategy

**Implementers Forum**

*MAD – Aug 2018*



# Four industry programs to build Airline Industry Retailing

## NDC

Transform the way air products are retailed to corporations, leisure and business travelers

## ONE Order

Simplify airline distribution, by modernizing the order management process

## NewGen ISS

Transform the current ISS model which facilitates the distribution and settlement of funds between travel agents and airlines

## TIP

Provide airlines with increased transparency and control in the collection of their sales through the travel agency channel



# 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.

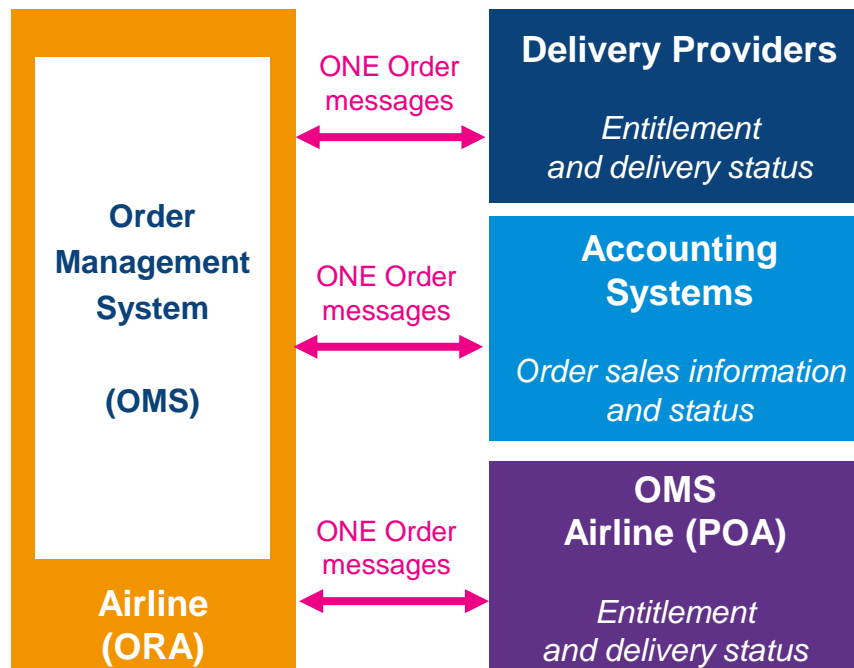
## Customers

- 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**

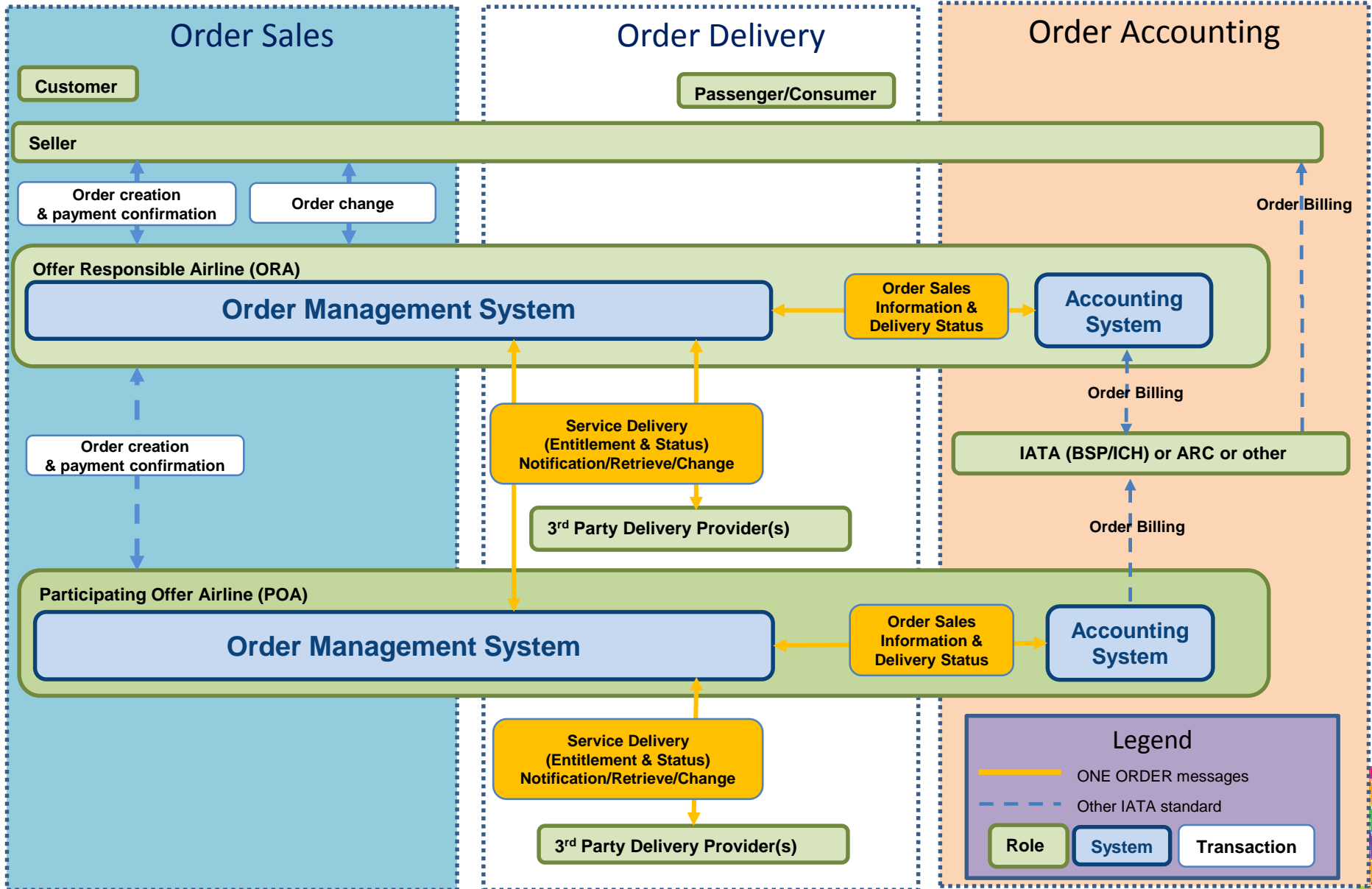


ORA: Offer Responsible Airline

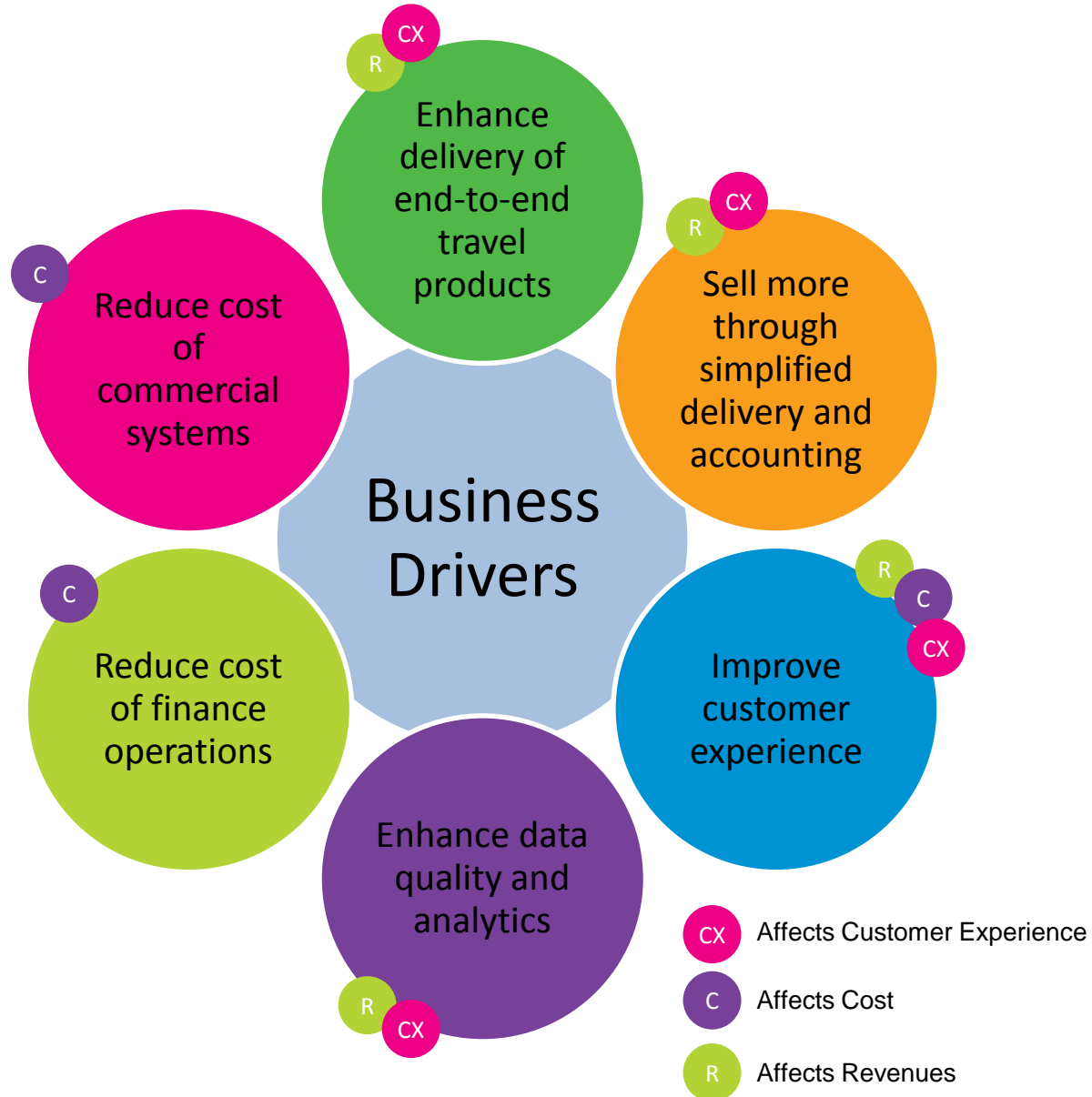
POA: Participating Offer Airline (i.e. interline partners)



# ONE Order - The standard



# ONE Order – Business Drivers



# ONE Order Pilots participants

H2- 2017



H1- 2018



H2- 2018



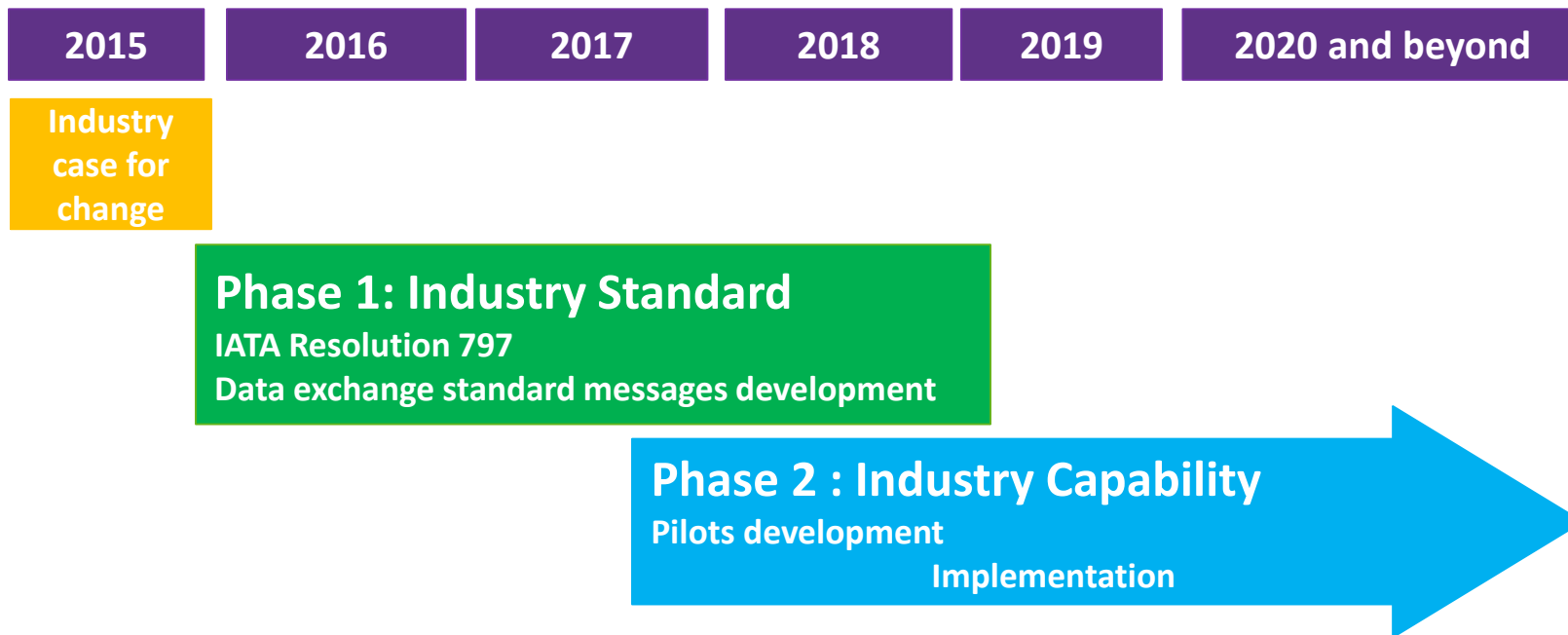
Airlines and  
System providers  
to be disclosed  
later this year





# ONE Order - the program roadmap

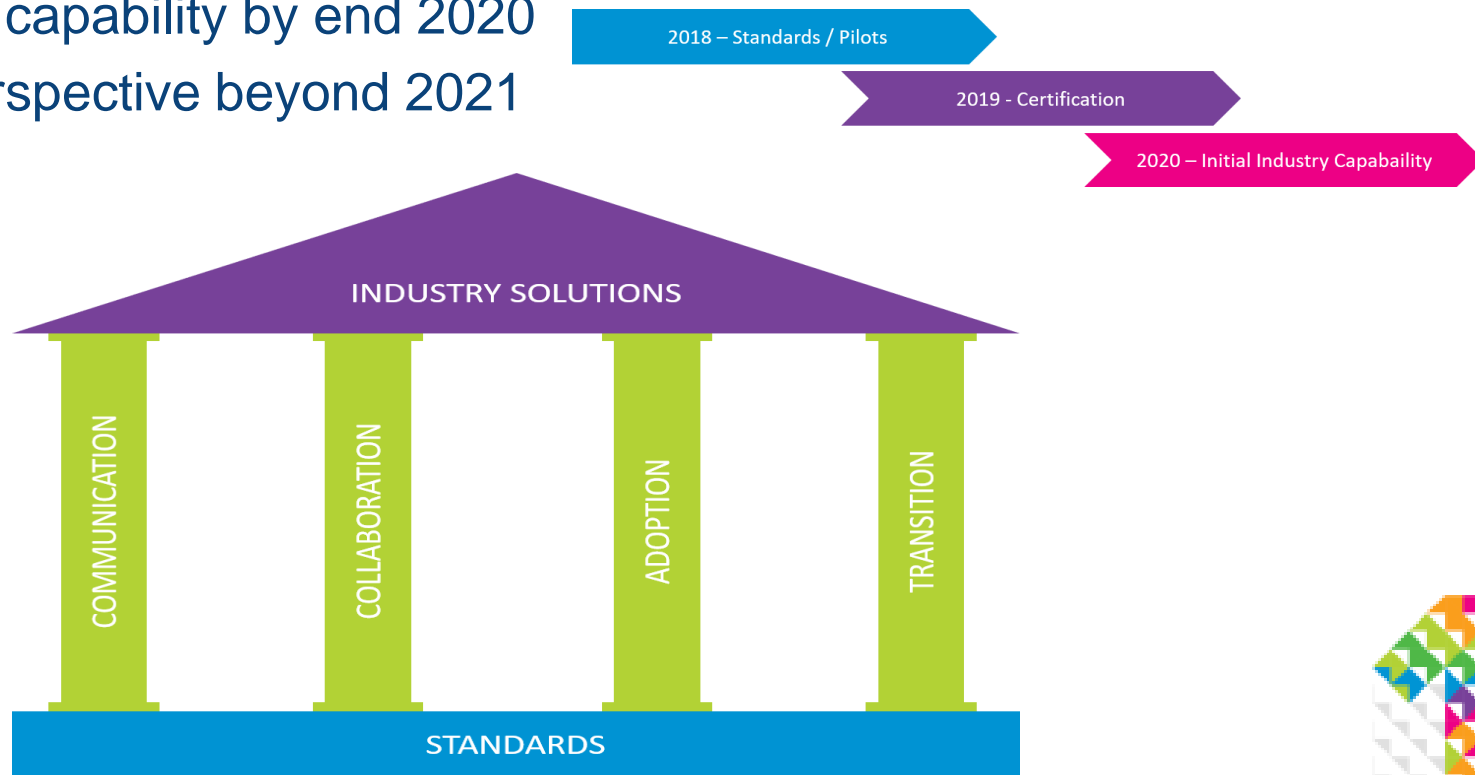
- ▼ **Supported by the IATA Board of Governors**
  - ▼ Phase 1 : Standard development (messaging)
  - ▼ Phase 2 : Industry capability & adoption



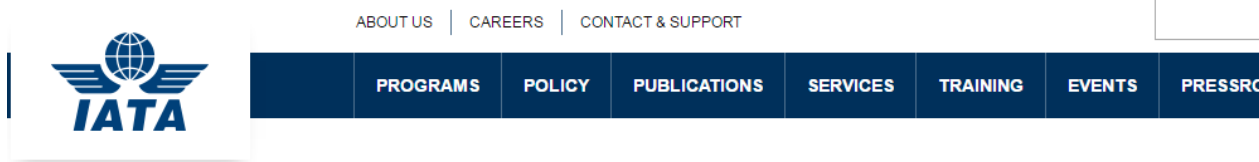
# ONE Order – 3-Year Program Strategy paper

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)



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## Airline Distribution

IATA e-services

New Distribution Capability (...)

ONE Order

NewGen ISS

## 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

FOR WHOM?

DEVELOPING STANDARDS

RESOURCES

FAQS

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

