Order Now
ONE Order Pilot

UNITED

IATA
THE APPROACH

What we’re proving out

Simplified business model with focus on delivery

Order Delivery

What we’re focusing on

Seamless & Enhanced Travel Experience

A familiar booking and travel experience with United & an added bonus – a destination experience!

GUIDING PRINCIPLES

Our key value drivers

Direct exchange with external providers

Simpler Interactions

Let’s deliver!

No PNR & Ticket

Decouple from legacy artifacts
**SCENARIO**

- Book a one-way travel for 5 passengers on a domestic United Airlines operated flight
  - ✓ Create Order through United.com
  - ✓ Seat selection allowed
  - ✓ The Order creation will orchestrate the flight and destination experience booking
  - ✓ A bundled price for both the flight and experience booking
  - ✓ Payment authorization (excluding downline Accounting processes)
  - ✓ Check-in through the United Mobile app
    - ✓ Boarding pass
    - ✓ No bag check-in
  - ✓ Board through the Gate Reader

**GOALS**

- Assess the architecture and integration requirements to study the feasibility of integrating an Order Management System within the current United IT infrastructure
- Integrate with existing infrastructure to manage the Order creation and delivery
  - ✓ Use existing Passenger interfaces: United.com, United Mobile app, and Gate Reader
- Assess key requirements to deliver a minimum solution to fly a passenger
  - ✓ Print a boarding pass
  - ✓ Request for passenger clearance score and handle Order cancellation and unsolicited scoring messages
- Identify gaps in the API standards and share the findings with IATA
THE SCOPE

SHOP
- Shop with a promotion code + collect the passenger’s information

BOOK
- Create the Order, secure inventory (flight + seat), score the passenger, notify the experience Delivery Provider

CHECK-IN
- Use UA Mobile app to check-in the passenger using the OMS as the DCS

FLY
- Use UA Gate Reader to reconcile the passenger

FUN
- Consume the day-trip experience

FULFILL
- Complete the Order delivery
THE FLOW

**Order Sales**
1. Flight shopping
2. Store fare detail
3. Order creation
4. Secure flight and experience
5. Secure seat
6. Request clearance score

**Order Delivery**
1. Passenger check-in
2. Passenger boarding
3. Fun

Diagram:
- UNITED.COM
- United CSL
- Common Orchestration Layer
- FARE DB
- UA Security
- Security Orchestration Layer
- OMS NDC/DCS
- OrderCreateRQ, OrderChangeRQ, OrderViewRQ
- OrderViewRS
- Acknowledgement
- ServiceDeliveryNotifRQ (SDN)
- ServiceStatusChangeNotifRQ (SSCN)
- OrderViewRS
- Acknowledgement
- OrderRetrieveRQ
- OrderOrchestration Layer
- United CSL
- United BPP
- Inventory Orchestration Layer
- PSS
- External Partner
- Day-Trip Experience
- United AO
- Boarding Orchestration Layer
- Gate Reader
- Mobile
- Secure Flight
- Check-in Orchestration Layer
- United CSL
THE LESSON

**Challenges**

- Challenges around replacing processes built around PNRs and Tickets
- Lack of granularity of Service Delivery States
  - Element: DeliveryMilestoneCode
- Element: ShoppingResponseRefID
- Lack of implementation guide from the Regulation standpoint
- Ambiguous element description and implementation guide

**Opportunities**

- Simplified interaction with 3rd party systems
- Opportunities to create an omni-channel customer touchpoint that allows Service modification across all streams using a singular reference
- Real-time tracking of Service delivery statuses
- Full complement of rich data
THE LESSON

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**BCBP**

- Sequence # vs. OrderItemID & ServiceID
- Missing selectee indicator

**DeliveryMilestoneCode**

- Encoded to:
  - Handle passenger score
  - Passenger milestone
  - Issuance of BP indicator

**ShoppingResponseRefID**

- Mandatory vs. Optional

**Simpler Interactions**

- No PNR & Ticket Order Delivery

**Seamless Integration**

- Change Request
  - Simpler Interactions
  - No PNR & Ticket Order Delivery

**Challenges around replacing processes built around PNRs and Tickets**

- Investigate integration of existing BCBP format with NDC/ONE Order schemas
- Investigate integration of existing passenger scoring process with NDC/ONE Order schemas
- Standardized DeliveryMilestoneCode
- Relaxing mandatory elements – CR123