

amadeus

Transition towards Order world

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1.

Context of transition



Global transformation

This is not only about ONE Order



Airline Transformation



Business Transformation



IT transformation

Customer experience excellence



New cooperation models



Real time financial flows



NDC at scale



Distribute fully dynamic offers



End-to-end 3rd Party sales



The checklist for a successful transformation & necessary transition

Key principles & KPIs to monitor



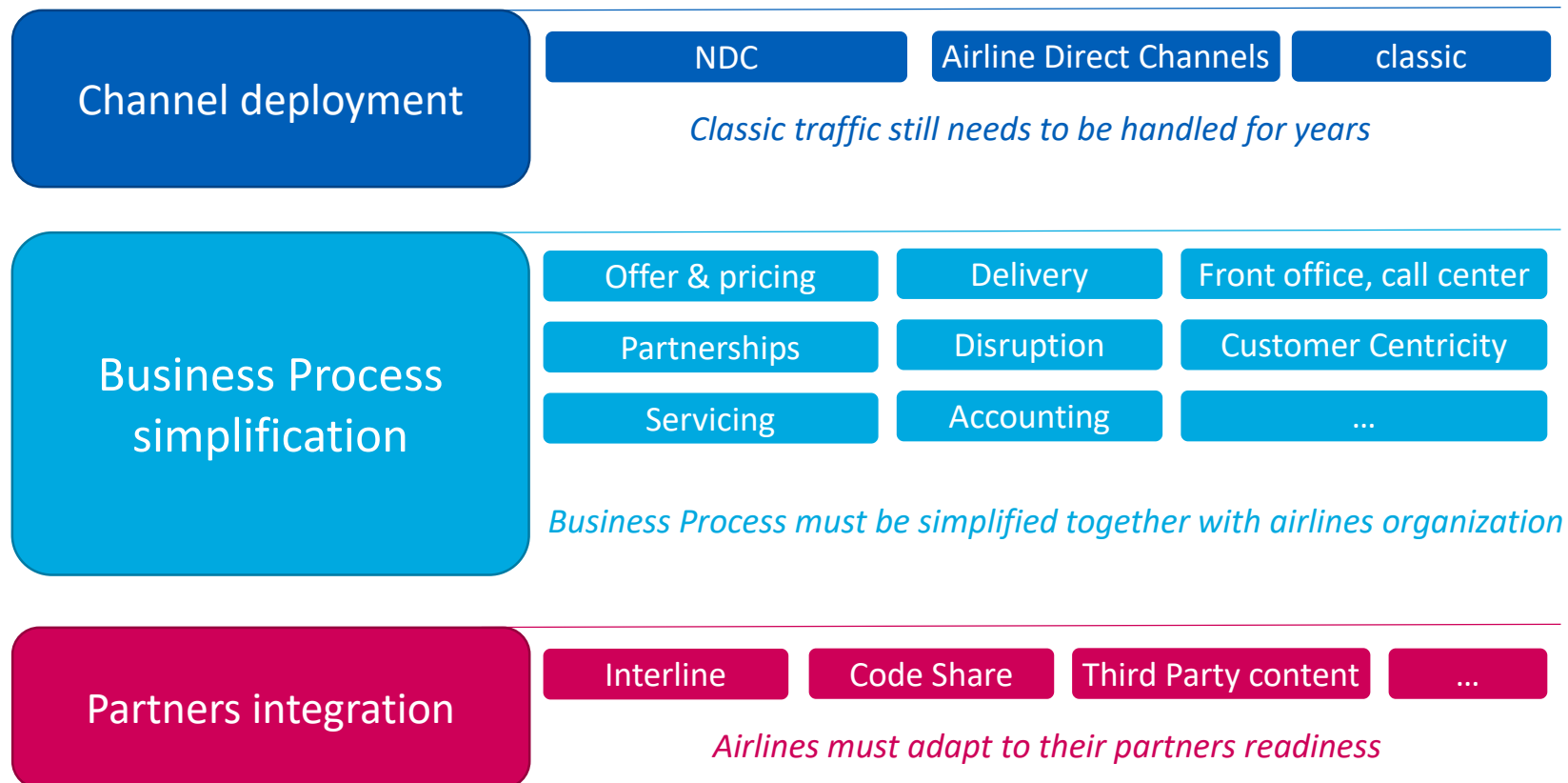
2.

Transition challenges



What to consider for transformation towards Order world ?

3 main considerations



We believe that a gradual transition is the way to go!

Key challenge – Co-existence of 2 worlds

2 worlds have to co-exist and work in strong collaboration!

Airlines must respond to different types of traffic

“Retail traffic”

NDC, other APIs
Uses NDC/ONE Order standards,
Based on Order concept

“Classic traffic”

GDS traffic,
Uses classic standards,
Based on PNR & TKT capabilities

Numerous Airline business processes are based on industry standards & airline records

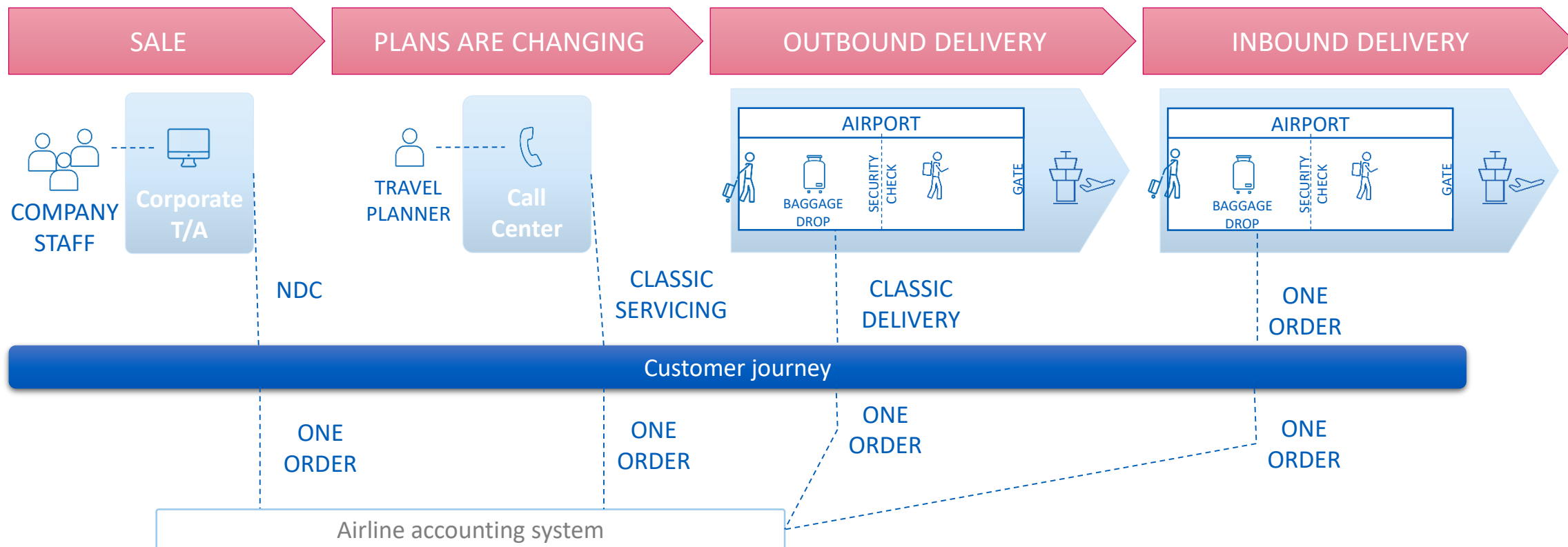
Sell & confirm products
Manage departure
Handle flight delay & disruption
Contact call centre
Participate to partner's journey
Upsell at delivery time
Reconciliation sales & payments
...

- There is a coexistence of types of traffic, processes and capabilities.
- During transition, they can be mixed during the journey lifecycle.

Key challenge – Co-existence of 2 worlds

Succession of business processes must be simple!

timeline

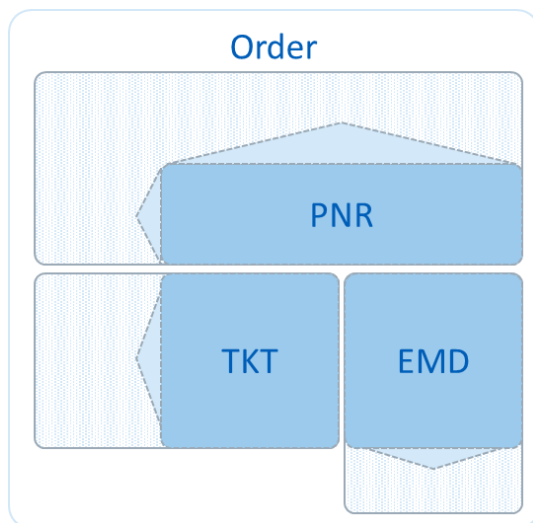


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2017 Transition approaches

Encapsulation v.s. on top

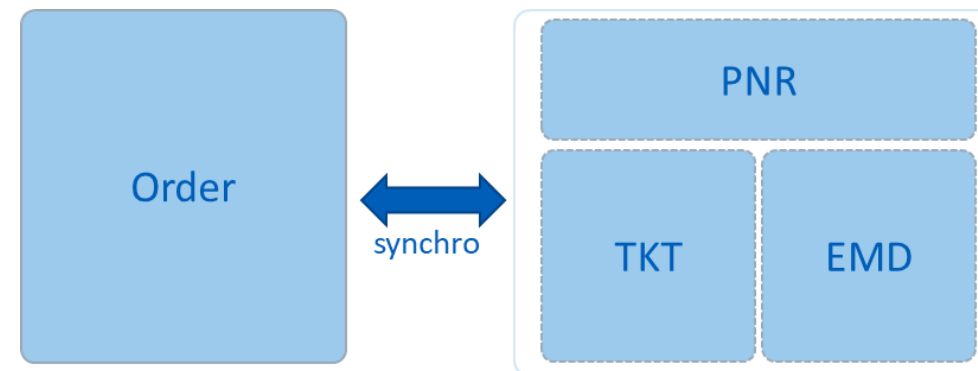
Start point is the current world, ensuring business continuity with progressive enhancements.



2017 encapsulated approach

- Inherits from current standards limitations
- Constrain the data model
- Brings complexity

A new Order record / systems comes in front of classic records.



2017 on top approach

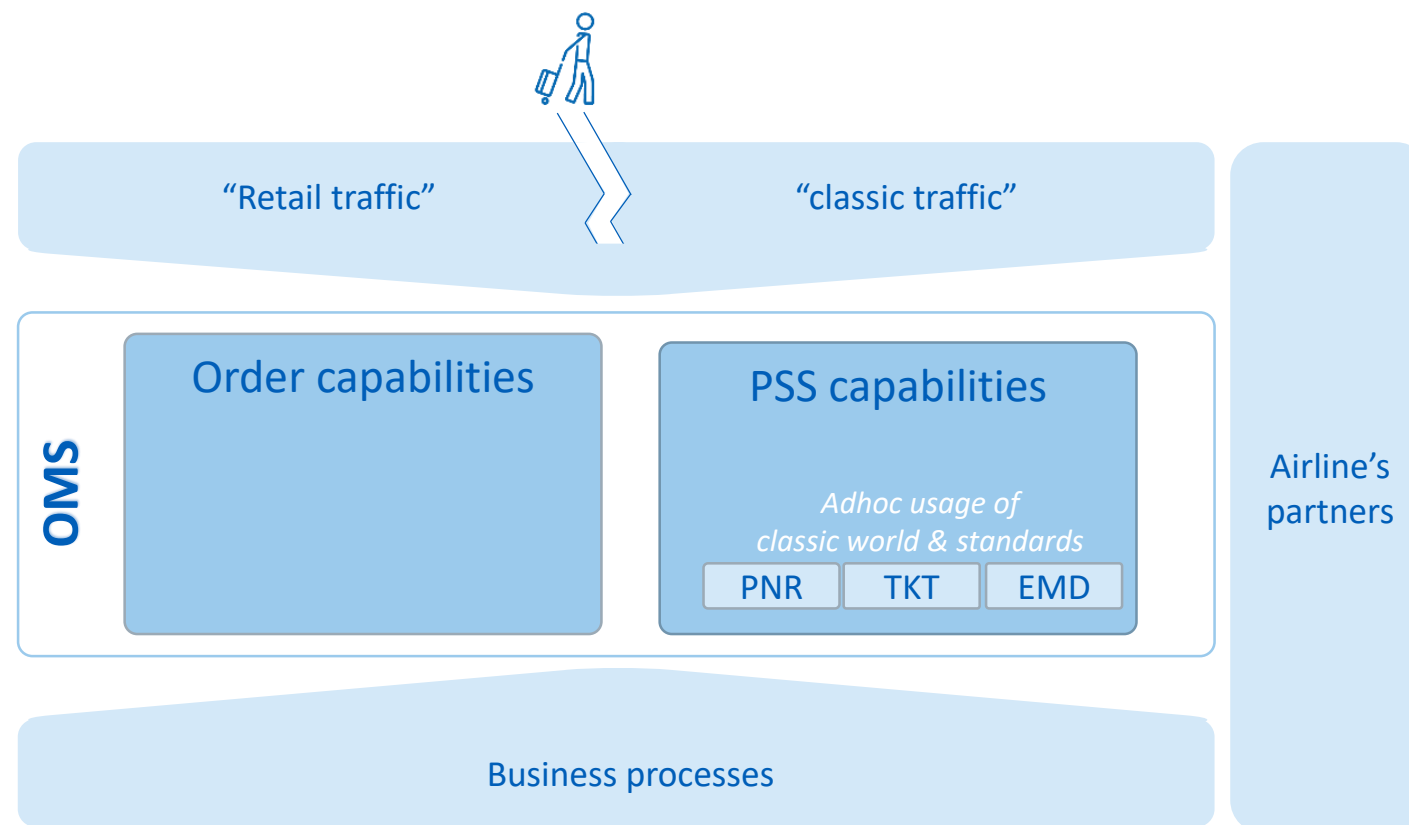
- Allows to reach target picture quicker
- Future Proof data model
- Robust synchronization is required
- Information duplicity puts integrity at risk

Amadeus approach of the transition

Streamlined driving of both classic & retail world

A central Order Management System

- Driving both classic & retail world
- With high consistency
- Seamless for traveler & airline partners



Requirements in scope for transition

1. Deliver value via business processes simplification

- Some Business processes must be enabled for all sales
- A journey may require processes to be done in both world

2. Deliver values with downstream processes & partners

- Both worlds should be notified with any sales
- Adapt to partners capabilities

3. Ensuring channels & business continuity

- Sales should still be accessible from the original type of traffic
- Single source of truth: both worlds should be notified with updates to ensure persistence & integrity

4. Minimize impact on airlines & cost of transition

- Manage progressive airline transformation
- Limit double system handling (e.g. call Center)

Thanks