

ONE Order Transition

The term **phase transition** [...] is most commonly used to describe transitions between states of matter. During a phase transition of a given medium, certain properties of the medium change, often **discontinuously**, as a result of the **change of external conditions**. Phase transitions commonly occur in nature and are used today in many technologies.



SOME ASSUMPTIONS

1. We must now act given the speed in which technology provokes change of consumer expectations
2. For maximum leverage, NDC + OO should be pursued simultaneously
3. Achievements are made by taking ambitious, continuous baby-steps

THE RIGHT MINDSET

1. KISS – understand simplification as a key principle, not a possibility
2. Acknowledge AGILE as the key risk mitigation tool for ambitious goals
3. Solve easy things first, then scale – and then care about complexity

HOW TO TRANSITION

1. The setup doesn't tolerate more balconies applied to it
2. Keeping the PNR for a while can still enable a clean ONE Order setup
3. Temporary workarounds are success factors during transition

Approach can be horizontal, but only vertical delivers on agility

HORIZONTAL

VS.

VERTICAL

- ⊕ Works across all channels
- ⊕ Full backward compatibility
- ⊕ Slow organisational change

- ⊕ New world becomes visible
- ⊕ Highly adaptable; speed
- ⊕ Lower cost & risk
- ⊕ Zero or little waist
- ⊕ Acting / leadership
- ⊕ Non-destructive

THE INTERES JOURNEY

1. Our integrated OOMS enables state-of-the-art user experience
2. The InteRES Airline Retail Engine is native to ONE Order – not adapted
3. Utilisation of the NDC Order as the core component for all functions

A puristic approach can integrate with existing systems & processes

- (1) Duplicate airline.com offer ✓
- (2) Remove eTKT ✓
- (3) Remove PNR ✓
- (4) Enable CKI, boarding ✓
- (5) Update NDC Order ✓
- (6) Full PRA integration ✓

ca. 3 months

Test to prod - ca. 1 month



Connect simple F/E - ca. 2 months

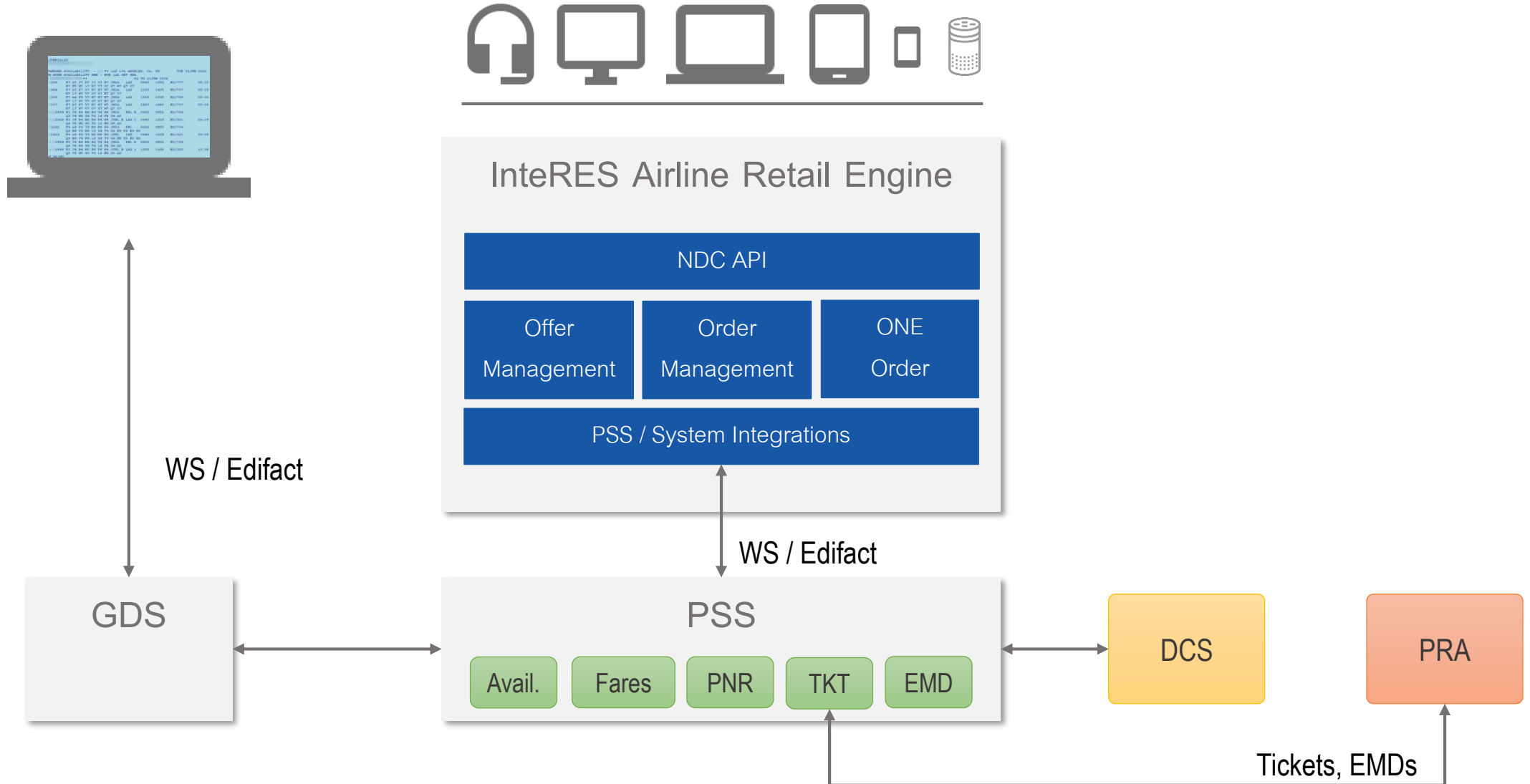


Launch live pilot – in parallel

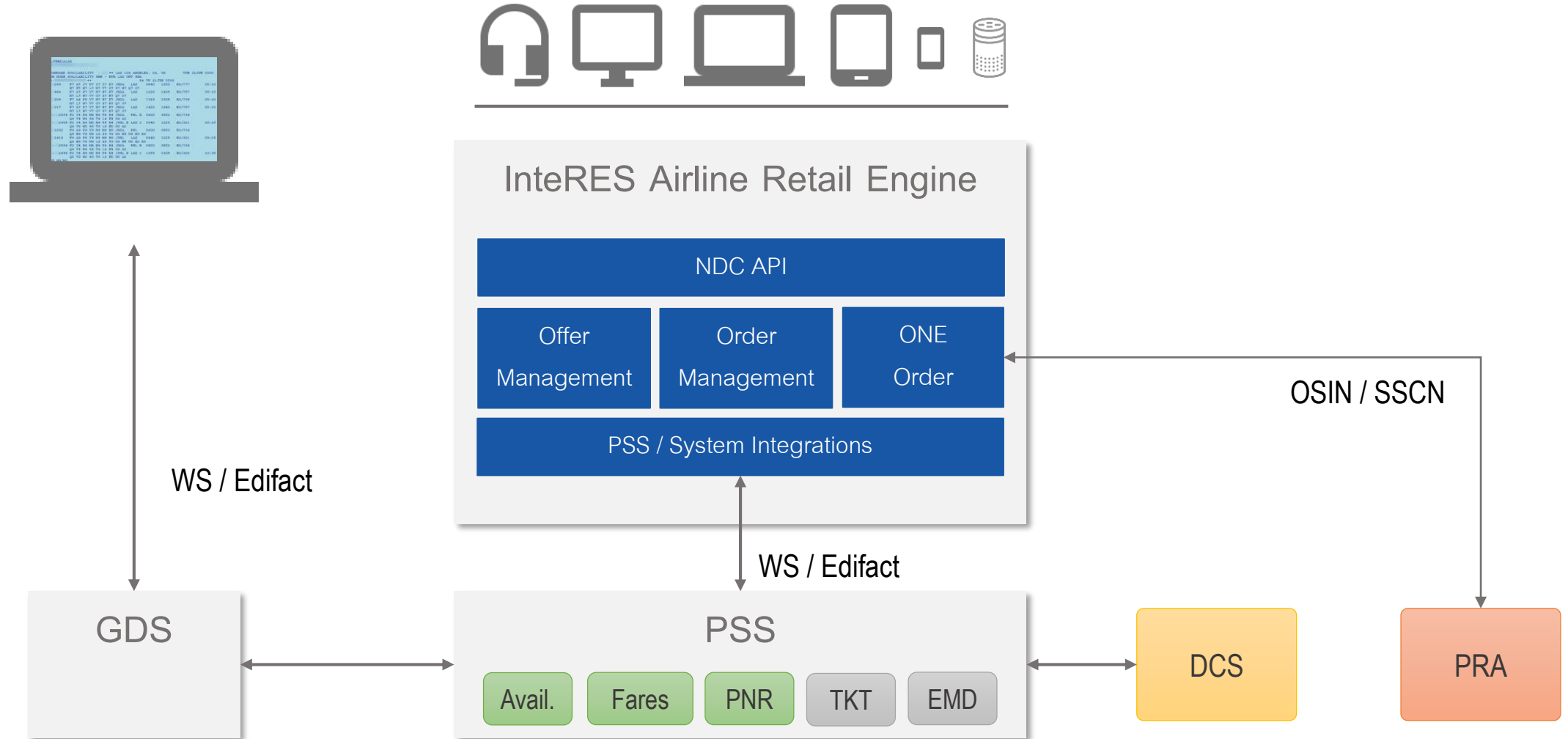


Full NDC & ONE Order
end-game setup live
in ca. 6 months !!!

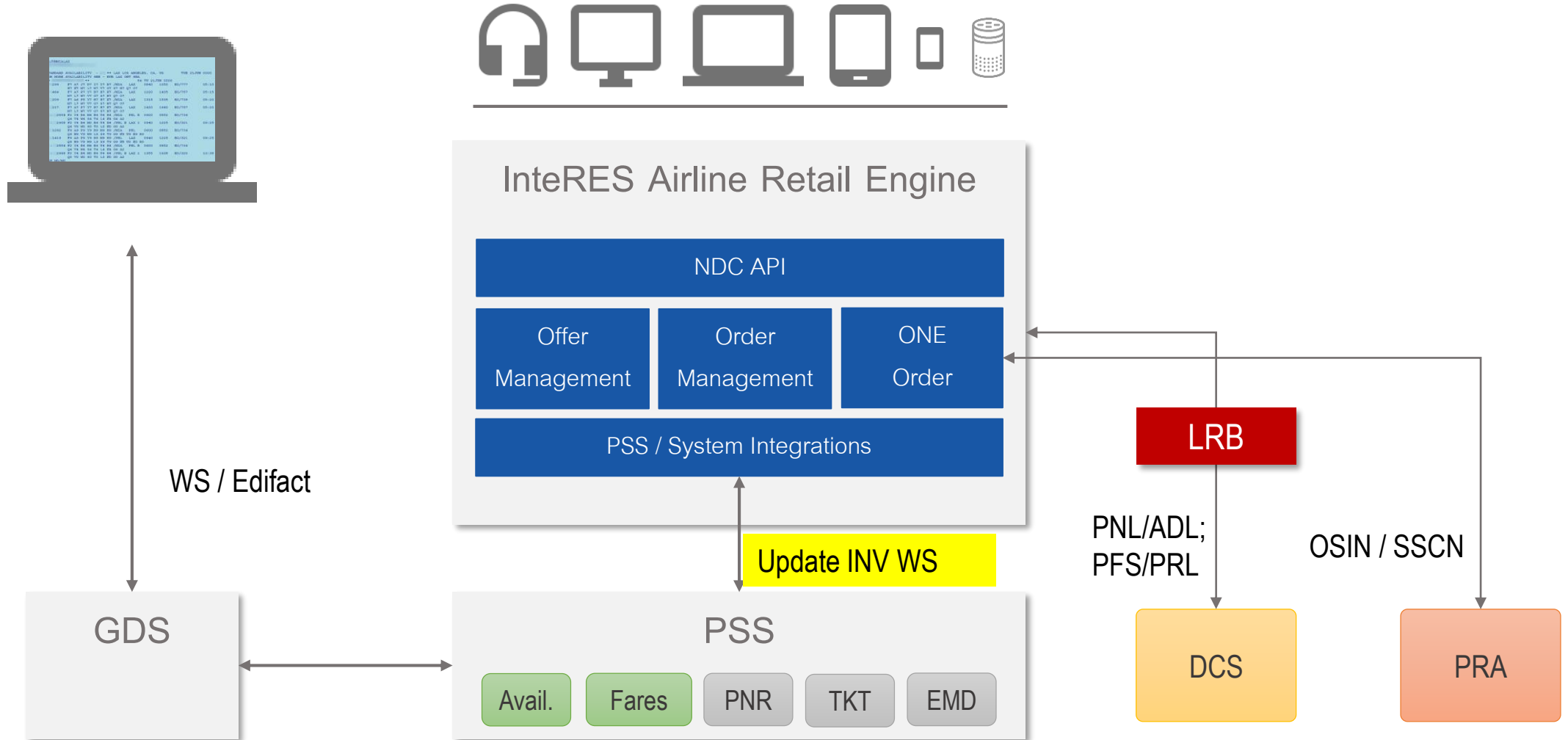
Airline Retail Engine – legacy setup



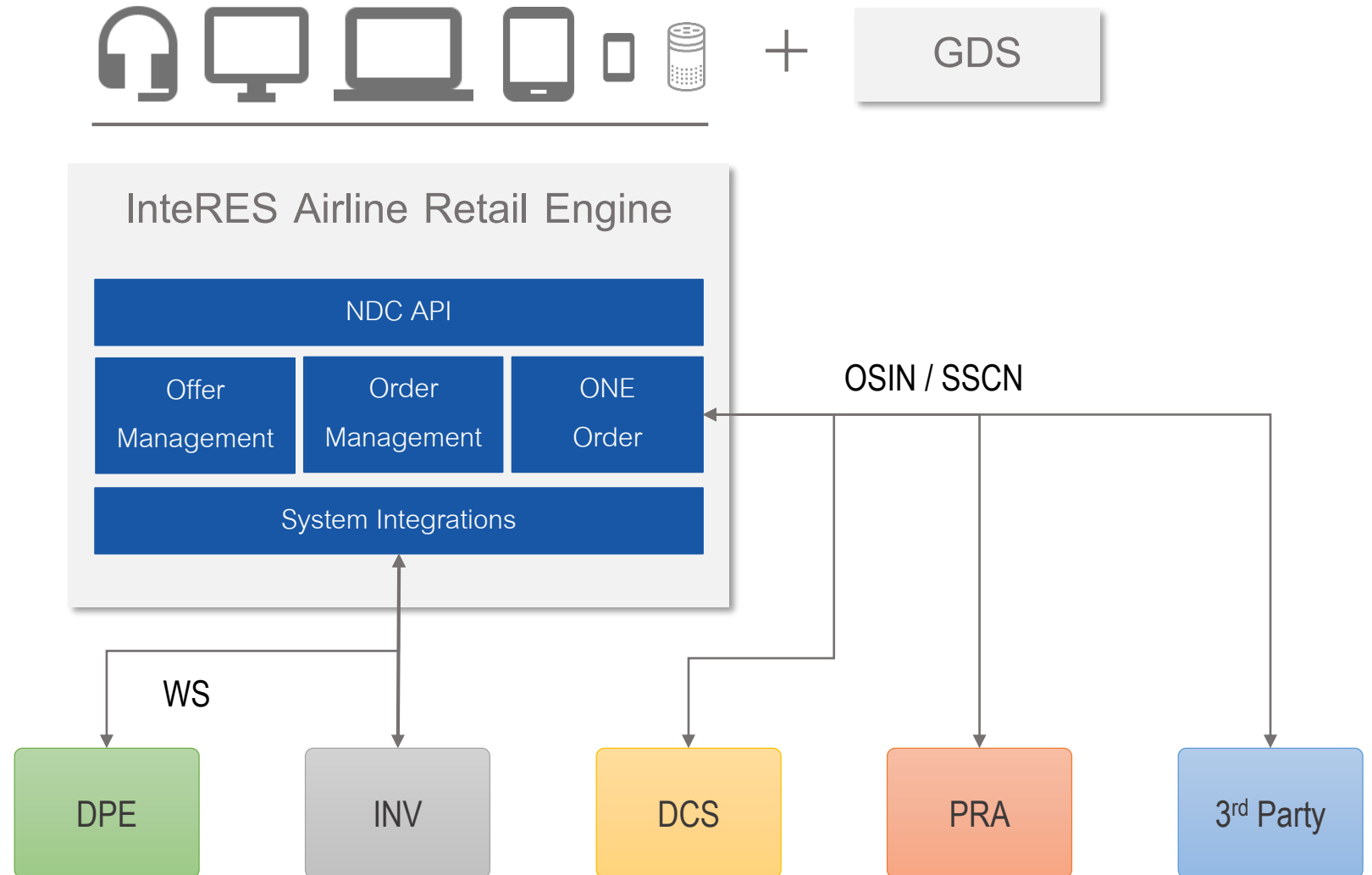
Airline Retail Engine – transitional setup



Airline Retail Engine – 2017 pilot setup



Airline Retail Engine – end-game setup



Transformation starts
with mindset – not
with technical specs