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

<table>
<thead>
<tr>
<th>HORIZONTAL</th>
<th>VS.</th>
<th>VERTICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Works across all channels</td>
<td></td>
<td>New world becomes visible</td>
</tr>
<tr>
<td>Full backward compatibility</td>
<td></td>
<td>Highly adaptable; speed</td>
</tr>
<tr>
<td>Slow organisational change</td>
<td></td>
<td>Lower cost &amp; risk</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zero or little waist</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Acting / leadership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-destructive</td>
</tr>
</tbody>
</table>
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 ✓

c.a. 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

InteRES Airline Retail Engine

- NDC API
- Offer Management
- Order Management
- ONE Order
- PSS / System Integrations

GDS

WS / Edifact

PSS

Avail. Fares PNR TKT EMD

DCS

OSIN / SSCN

PRA
Airline Retail Engine – 2017 pilot setup

InteRES Airline Retail Engine

- NDC API
- Offer Management
- Order Management
- ONE Order
- PSS / System Integrations

Update INV WS

GDS

WS / Edifact

PSS

Avail. Fares PNR TKT EMD

PNL/ADL; PFS/PRL

OSIN / SSCN

LRB

DCS

PRA
Airline Retail Engine – end-game setup
Transformation starts with mindset – not with technical specs