

SAP Customer Experience

# TRANSITION TO ONE ORDER

## Overview

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IATA MONTREAL - MAY 2019

INTERNAL



# Managing The Transition State

SAP / Airline Proof of Concept

SAP / IAG - IATA ONE Order Pilot

Commerce on top PSS

Commerce & Merchandising

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120MAYICNBKK#OZ<<
20MAY MON ICN/Z#9
1OZ/TG 6761 C4 Y4 B4 M4 H4
2OZ 741 C9 D9 Z9 U9 Y9
B9 M9 H9 E9 Q9
XOZ 743 C D Z U Y
B M H E Q
3OZ/TG 6763 C4 Y4 B4 M4 H4
4OZ 8531 U9 Y9 B9 K9 S9
G9
5OZ/TG 6765 C4 Y4 B4 M0 H0
* - FOR ADDITIONAL CLASSES
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Order Management



Order Accounting

# Ladder of Complexity



1. Disruption
2. Accounting
3. Fulfilment
4. Change
5. Sell → What we talk about the most!

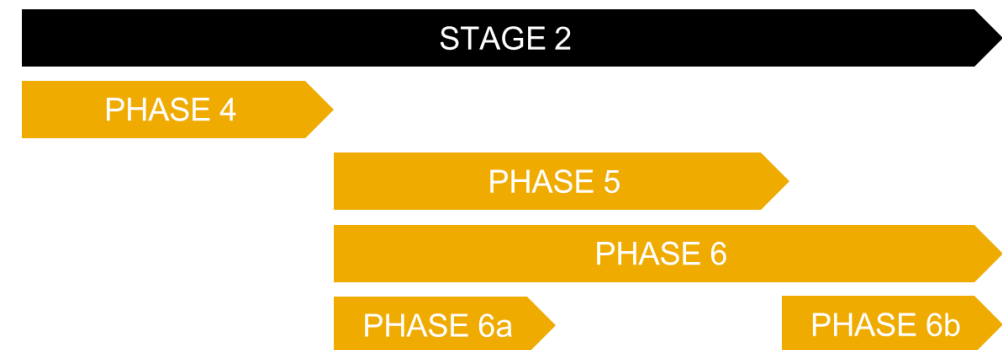
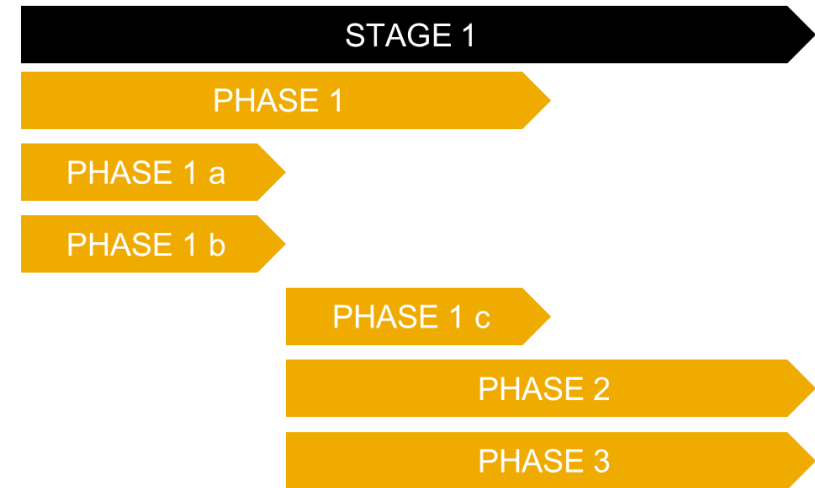
# High Level Transition Plan

## STAGE I - ADVANCED RETAILING - Unlocking business value

- Full Offer & Order management – direct / in direct
- NDC Interlining & Distribution
- Dynamic pricing all offers
- Introduce Order accounting
- Integrated content marketplace
- Data analytics / business insights

## STAGE II - IT SIMPLIFICATION - Unlocking cost & complexity

- DCS Separation
- Remove eTickets and EMDs
- Full Customer Order Accounting
- Introduce Customer Journey Management
- Replaced or Skinny PSS



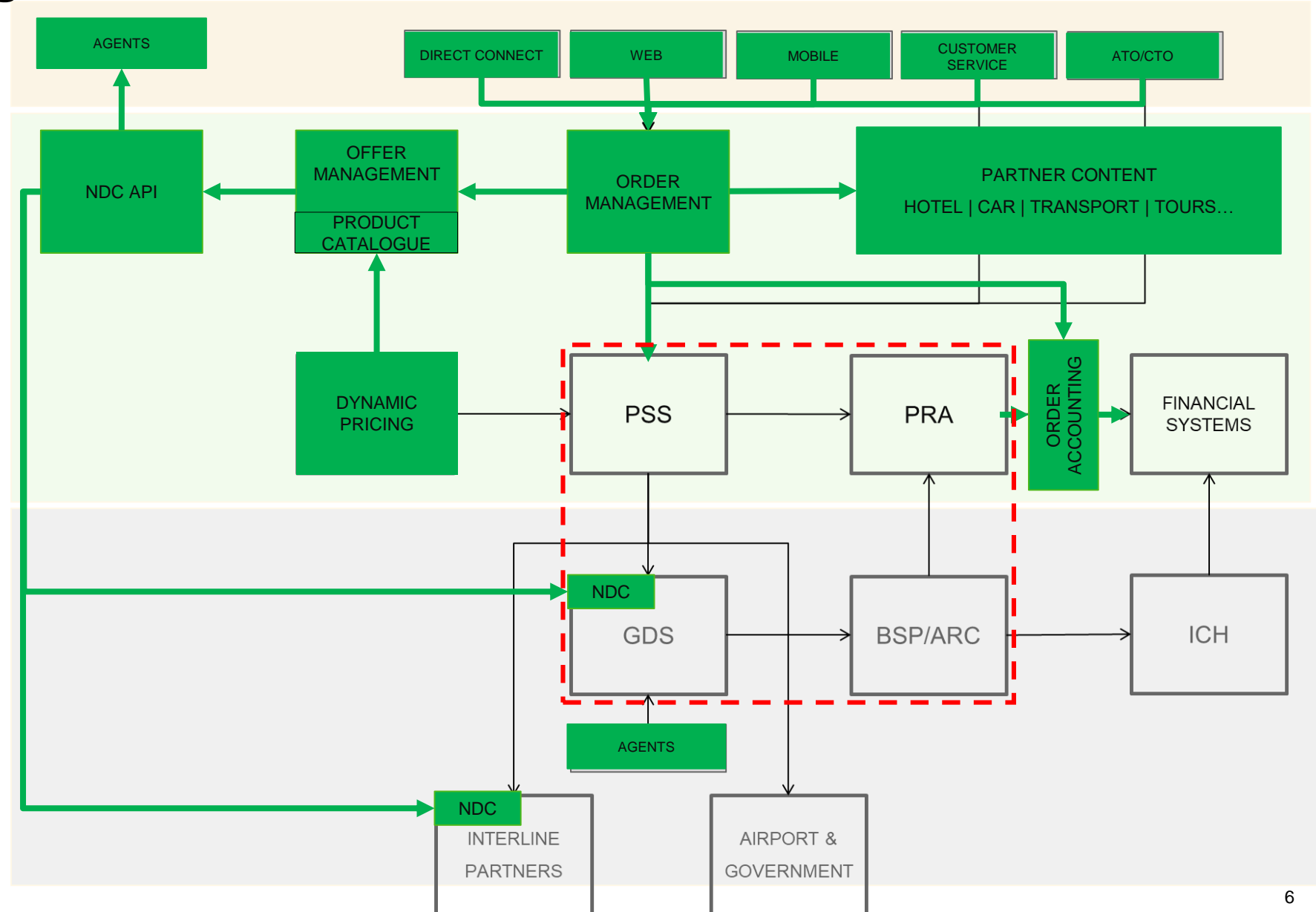
# Typical As Is Landscape

- Core systems and ecosystem that the vast majority of airlines were founded on to operate



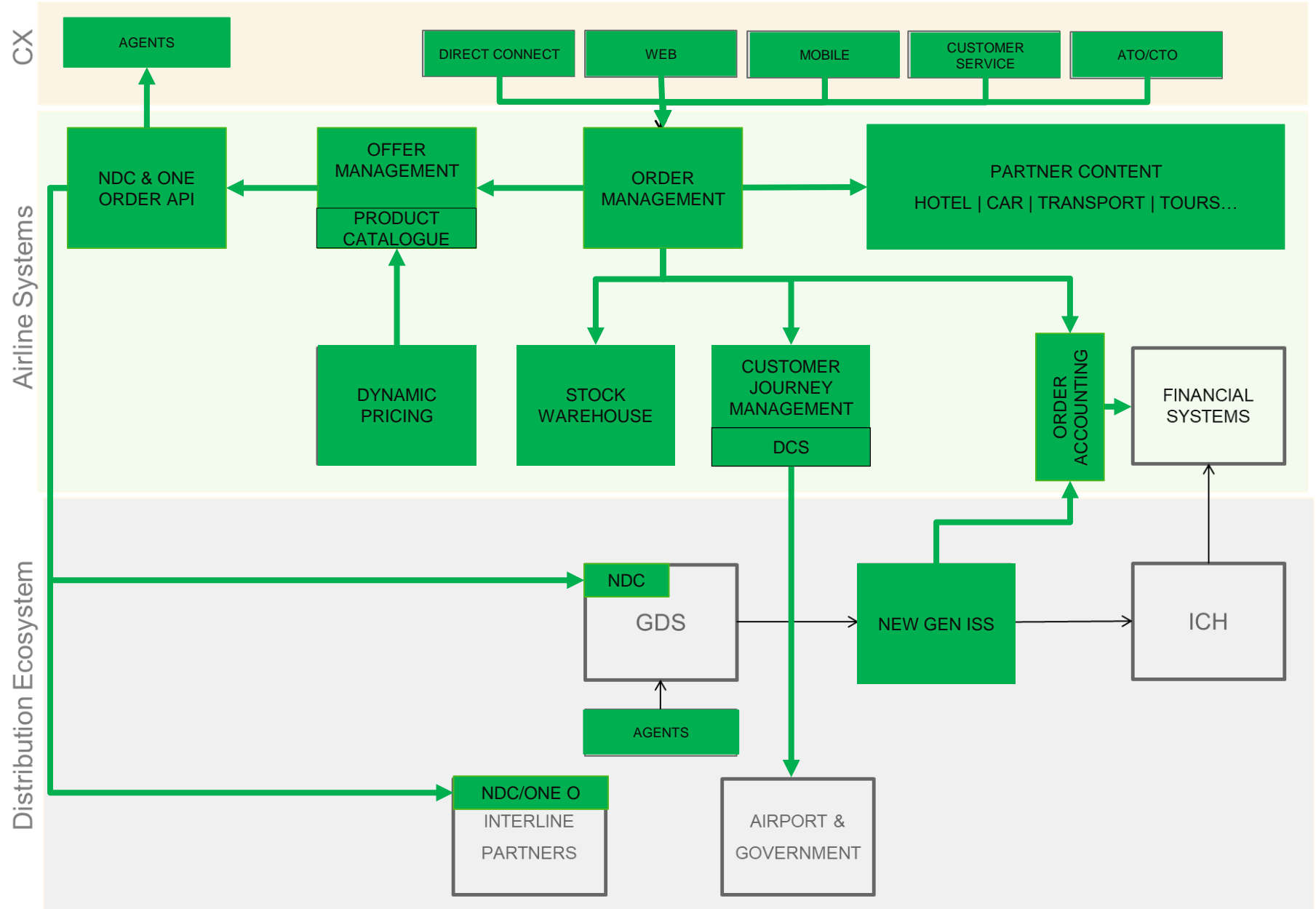
# STAGE I – Unlocking Business Value

- All sales (flight and partner content) managed by retail based OMS, including in-direct distribution and interline partners
- Airline 100% in control of every offer and customer order
- Foundations in place for 'pure' ONE Order and full Order Accounting capabilities
- Existing PSS and ticketing operation still in place and undisturbed
- Single view of customer order and accounting
- Improved distribution contracts with GDS, reducing cost and improving upsell



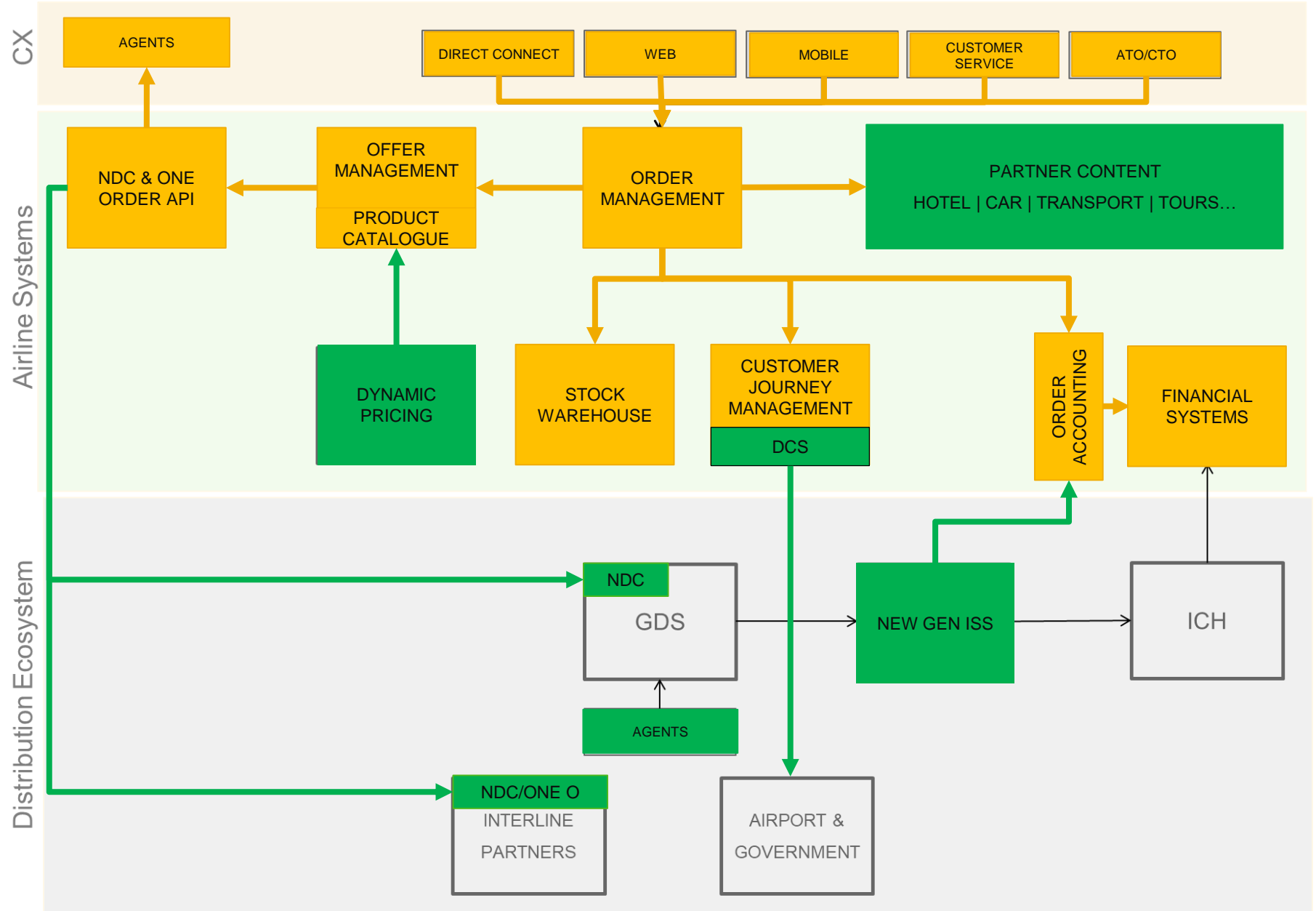
# STAGE II – IT Simplification

- Completed transition to a 'Pure' ONE Order state
- Ticketless operation / No PNRs
- Full retail based systems infrastructure
- Re-engineered & simplified business processes
- Improved customer experience



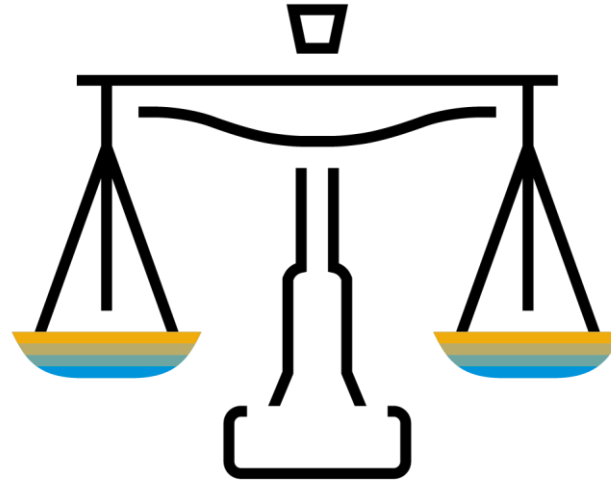
# SAP Focus

- Continued focus on CX capabilities
  - Offer management
  - Order management
  - Customer Management
  - Product Catalogue
  - Stock & Warehouse control
- Extended focus in ERP Capabilities
  - Order Accounting
  - Financial systems
  - Business Intelligence
- Integrated End 2 End Cloud Services





# Opportunities & Challenges



- Sell more content to more customers
- Better customer experience
- Improved business insight
- Real dynamic pricing
- Re-engineer business processes
- Reduce operational complexity & cost
- Improved business agility

- NDC Interlining
- Life after proration
- Agent rollout of NDC content
- Longtail of partners & agents
- Re-engineering business processes
- US!

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