ONE Order
Standard and Program Overview

Geneva, 28 August 2019
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Introduction

Background

Meeting objectives
Agenda

IATA Retailing vision

ONE Order Overview

• ONE Order Fulfillment
• ONE Order Delivery
• ONE Order Accounting

Interline

Transition towards ONE Order

ONE Order Program status

Pilots presentation

Wrap-up
The IATA Airline Retailing Vision
What is ONE Order?
Industry today: two references

**Booking**

What: in general a 6 character-code

Why: proof that a reservation has been made

**Electronic ticket**

What: in general a 15 figure code

Why: proof that a payment has been made (receipt)

A third reference – EMD – is used as payment receipt for ancillaries
ONE Reference

Order Confirmation
OrderID: ABC12347712

Service: ABC12347712-1
Flight 123 GVA-LHR

Service: ABC12347712-2
Priority pass

Service: ABC12347712-3
Lounge access
The industry with NDC and ONE Order

NDC Offer 4711
Flight 123
GVA-LHR
Service 1: Priority pass
Service 2: Lounge access
Price 500 CHF

Order Confirmation
OrderID: ABC12347712
Service: ABC12347712-1
Flight 123 GVA-LHR
Service: ABC12347712-2
Priority pass
Service: ABC12347712-3
Lounge access

ONE Order Reference
Deliver
Accounting
Order Management – at the core of ONE Order deployment

- **A single Order Record** for fulfilment and servicing
- **An Order based communication Standard** for delivery and accounting

**ORA:** Offer Responsible Airline

**POA:** Participating Offer Airline (i.e. interline partners)
ONE Order

Standard Overview
First standard release - 18.2

- **Order Management System to/from Delivery:**
  - Send/receive service details from delivery provider / interline partners
    - `ServiceDeliveryNotification - ServiceDeliveryRQ/RS - ServiceUpdate`
  - Track delivery
    - `ServiceStatusChangeNotif`

- **Order Management System to/from Accounting**
  - Sales Accounting (allow to setup liability, record receivables payables, etc...)
    - `OrderSalesInformationNotif`
    - `OrderClose`
  - Perform revenue recognition
    - `ServiceStatusChangeNotif`
Fulfilment & Servicing in ONE Order

- **Standardized Order Management processes**
  - ONE unique record encompassing information currently stored separately on PNR, ETKT, EMD
  - Ticket re-issuance/exchange = Order change!
  - No need to update multiple records for 1 change (i.e. 1 pax date change = 3 records change)

- **Unique reference to identify a customer purchase record including:**
  - Itinerary information
  - Payment information
  - Delivery information
Delivery in ONE Order

Inform the Delivery Provider

- Push the service(s) from the airline OMS to the Delivery provider via ServiceDeliveryNotif (SDN)
- Pull the services for delivery from the airline OMS to Delivery Provider via ServiceDeliveryRequest (SDR)

Track the delivery status

- Inform and exchange delivery status in real time from Delivery provider to airline OMS via ServiceStatusChangeNotif (SSCN)
Example - Service Delivery Flights & Ancillaries

Airline Order Management System

Delivery Provider (DCS)

OrderID: ABC12347712

Service: ABC12347712-1
Flight BB 123 GVA-LHR 28AUG2019
Service Delivery Status

Service: ABC12347712-2
Extra leg room Seat
Service Delivery Status

ServiceDeliveryNotif
(Flight & Seat, Status: READY TO PROCEED)

ServiceStatusChangeNotif
(Flight & Seat, Status: "READY TO DELIVER")

Service status updated

ServiceStatusChangeNotif
(Flight & Seat, Status: "IN PROGRESS")

Service status updated

ServiceStatusChangeNotif
(Flight & Seat, Status: "DELIVERED")

Service status updated

Prepare delivery

Delivery started

Delivery completed

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Example - Service Delivery Ancillaries

Airline Order Management System

OrderID: ABC12347733
OrderItemID ABC12347733-1
Service: ABC12347712-2
Wheelchair
Service Delivery Status

Delivery Provider (Ground Handler)

ServiceDeliveryNotif
(Wheelchair, Status: READY TO PROCEED)

ServiceStatusChangeNotif
(Wheelchair, Status: "READY TO DELIVER")

ServiceStatusChangeNotif
(Wheelchair, Status: "IN PROGRESS")

ServiceStatusChangeNotif
(Wheelchair, Status: "DELIVERED")
Example - Service Delivery Ancillaries

OrderID: ABC12347733
OrderItemID: ABC12347733-1
Service: ABC12347712-2
Lounge
Service Delivery Status

Airline Order Management System

Lounge Provider

Request the Service

Prepare delivery

Delivery completed

ServiceDeliveryRQ (Service: Lounge)

ServiceDeliveryRS (Lounge, Status: “READY TO PROCEED”)
Delivery in ONE Order

- **Service agnostic workflow**
  - The ONE Order standard will allow tracking of any type of service in servicing and delivery processes

- **Delivery provider concept**
  - Not limited to airline providers; can be a ground handler/DCS
  - Can be any type of non-air delivery provider: Hotel, ground transportation, lounge etc...

- **OMS orchestrates the communication between sellers, delivery providers and airline accounting systems**
  - One single source of truth
A snapshot of the future traveler flying experience

A single biometric token + An Integrated Collaborative Identity Management

ONE Order

Order Confirmation
OrderID: ABC12347712
Service: ABC12347712-1
Flight: 123 GVA-LHR

Service: ABC12347712-2
Priority pass

Service: ABC12347712-3
Lounge access
Accounting in ONE Order

Report the Order to Accounting

- Report the Orders from the OMS to accounting via OrderSalesInformationNotif (OSIN)

Report the final status

- Transmit the Service final delivery status from the OMS to Accounting via ServiceStatusChangeNotif (SSCN)
会计在一个订单里

- 不再依赖于“可追溯文件”的会计
- 实时收入确认
- 财务后台办公室简化：
  - 简化特定航空公司的财务流程的可能性
  - 更好地利用ERP系统的可用模块（例如库存、计费、应付账款、供应商管理、BI等）
  - 优化供应商流程，涵盖供应链管理（从采购到支付）
Example - Service Delivery Flights & Ancillaries

Airline Order Management System

OrderID: ABC12347712

Service: ABC12347712-1
Flight BB 123 GVA-LHR 28AUG2019
Service Delivery Status

Service: ABC12347712-2
Extra leg room Seat
Service Delivery Status

Order created and payment commitment

OrderSalesInformationNotif
(Flight & Seat, Status: READY TO PROCEED )

Accounting processing

ServiceDeliveryStatusChangeNotif
(Service delivery completed
(Flight & Seat, Status: "DELIVERED")

Accounting
Simplify settlement in the Orders world

**Challenge**

- **ONE Order**
  - No more tickets and EMDs

**Risk**

- Settlement processes need to be adapted
  - Avoid bilateral inefficient processes

**Opportunity**

- Simplified settlement framework
  - Settlement with Orders SwO standard
SwO standard in a nutshell

Based on Orders

Enable a lean process for Cash collection

Agnostic and can be mapped to the world of Orders (NDC/OO)

Cash management & automated reconciliation

Step 1: Applicable to both Airlines and Agents
Interline
NDC & ONE Order: 3 game changers

New workflow

• From intermediaries to airlines constructing offers and taking control of the orders
• From 2 steps approach (Fares/availability -> price) to Request/Response Offers

New way to interlining (ask and bill)

• From a world of silos (fares concurrence, booking class mapping, interline ETK/EMD and proration) ...to “accepted interline offers” at time of shopping

Discard of industry ‘legacies’

• From specific language (EDIFACT/TTY) to new set of XML messages
• From industry jargon (PNR/SSR/ETK/EMD) to retail Offers & Orders
NDC & ONE Order
Key concepts – end to end flow

Order Management:
Order records storage (no PNRs)
Orders fulfillment status (no ETK/EMD)

Interline Offers (RQ/RS)
Interline Settlement Value (ISV)
agreed at time of shopping

Order Create
Payment Confirmation
Interline Delivery
Status Exchange
Interline Billing
(based on ISV)

Supplier
POA

Order Management:
Order records storage (no PNRs)
Orders fulfillment status (no ETK/EMD)

Delivery data exchanged
between each OMS & DP

Accounting data
from OMS

Accounting

Accounting

Accounting

Delivery data exchanged
between each OMS & DP

NDC & ONE Order messages
NDC interline - Shopping concept

Opportunities

• Upfront calculation of Interline Settlement Value shared and agreed at time of shopping
• New framework of interline without RBD/fielded fares/ ETKT/EMD leveraging on NDC & ONE Order concepts and flows

Challenges

• Scalability (cascading of the shopping request context)
• Not compatible with filed fares, RBD, E-TKT, EMD

=> Requires interlining of Offers with ONE Order fulfilment
An owner for the interline framework

The **Interline Group** was created by PSC reporting to the **Plan Standards Board**, with a mandate to

“deal with matters concerning the interline system, and multilateral interline agreements...

Explore changes to the interline system ...”
Interline Group – working methodology
Acceleration in 2019

Interline Group determines business need, and develops use cases for each activity.

Clear use cases are developed to support each area of activity.

Engagement with technical groups to test and develop technical capability and build implementation guidance.

Live proof of concepts of new framework will be targeted in 2019.
Three work streams for 2019

1. An **Industry Agreements Group**, to work on changes to MITA agreements, ticketless to tickets carrier interline agreements, and new MITA framework to support NDC&ONE Order interline, and new interline models.
   - Group proposal: a new Standard Retailer and Supplier Interline Agreement (SRSIA) framework agreement which may be used by any two parties to support any type of “retailer” and “supplier” relationship
   - Planned to be presented for adoption as Recommended Practice 1780s and replace Recommended Practices 1780e and 1780f

2. A **Use Case Group** looking at an end state NDC&ONE Order **flight interline** and investigation a proof of concept in 2019

3. A **Use Case Group** looking at **cross-sale of ancillaries** only using NDC&ONE Order and investigating a proof of concept in 2019
Call for action

• New standards are coming
  (New MITA framework, Implementation Guide)

• Get involved in the standard development

Pilot it!
Transitioning to ONE Order
Transitioning to ONE Order

WHY?

HOW?
IATA ONE Order Transition study

Objectives
- Support airlines and other players in their business and IT & architecture transformation to adopt ONE Order (Offers & Orders)

Engagement
- Discuss and interview various industry players (airline, OMS, Accounting, Delivery Providers)
- Engage and establish a core team of airlines to review and validate the early outcomes

Roadmap
- Complete this study by end of September 2019
- Publish a dedicated Report in October 2019

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Transitioning to ONE Order  WHY?

Vision: become true digital travel retailers

ONE Order - key part of this transformation

Ease customer (self) servicing

Simplified & real time financial processes

New types of partnership

Facilitate product delivery with real time tracking of services

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Overall value creation
Key ONE Order domains

- Maximize sales opportunities
- Gain full control of your distribution, through a wider range of channels
- Take Orders, deliver and account for them as a digital era retailer
- Leverage your data and optimize your IT costs
- Optimize sales & execution across Airline Group/JVs and Alliance partners
- Enhance your Customer’s experience & value

Organize as a retailer

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Transitioning to ONE Order HOW?

Vision: from channel driven to omni channels architecture

A central Offer & Order Management

Customer Centric

ONE Order Messages and capabilities

Channel deployment
How to transition

Starting Points for consideration

- Set-up an Order Repository - **Order Management**
  - Include the new ONE Order delivery statuses

- Implement the new ONE Order interfaces and capabilities to integrate with:
  - Accounting
  - DCS systems, ground handlers, airports

- Think through channel management
  - Web and NDC channels easy to start (under the airline control)
  - Indirect channels & GDS sales progressively switched into NDC sales
- Interline sales gradually switched to NDC & ONE Order

- Early order records will need duplicating into legacy records until all DCSs, Ground Handler and Revenue Accounting will support ONE Order messages
ONE Order Program & Certification
Status
ONE Order - program roadmap

2015 - 2019

Industry Standard
IATA Resolution 797
Data exchange standard messages

Release 18.2

Industry Capability
Pilots
Certification
Implementation

2020 +
ONE Order - Pilots participants

H2-2017

- Amadeus
- British Airways
- Interes
- Niit technologies

H1-2018

- SAP
- IAG International Airlines Group
- ISO Software Systems
- Condor
- Sabre
- APG Airlines

H2-2018

- JR Technologies
- United
- Navitaire

H1-2019

- Lufthansa

Other Airlines and System providers Pilots under development

ONE Order Certification Program
Pilots Overview and generic feedback

- The standard have been tested and validated mainly in simple end to end use cases

  Delivery:
  - Real time delivery tracking of any type of service possible
  - The Order concept and messages have been mapped with the current DCS standard and flow

- Accounting:
  - 2 accounting approaches have been tested:
    - Continue to use the current Revenue Accounting
      - Outcome: Revenue Accounting systems can function with orders "as is"
    - Interact with the ERP/ Financial Accounting
      - Outcome: the messages support today to pass most of the information, the Order concept can be easily adapted on the Financial accounting systems

- New Retail pricing practices enables with ONE Order
  - De-bundling fare rules and attributes as add-on to any product
  - Fulfillment of those products easier without ETK/EMD
ONE Order Certification

**ONE Order Certified**

**ONE Order Capable**

**Airlines**

Any Airline that deploys and supports ONE Order capabilities using an OMS for at least one of the categories: Service Delivery & Accounting

**IT Solution Providers**

- Airline OMS Solution Provider
- Service Delivery Solution Provider
- Accounting Solution Provider

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ONE Order Certification

1. The capability to receive and send ONE Order messages

2. The ability to manage Orders in Delivery and Accounting processes
ONE Order Certification – Status

ONE Order Registry

This registry lists the companies having gone through the ONE Order certification program.

- Airlines – Any airline that deploys and supports ONE Order communication, messaging, and capability
- Vendors and IT providers – Any vendor that offers ONE Order solutions and services (OMS, Delivery Provider, Accounting) can become ONE Order capable

Please see the ONE Order Registry Disclaimer and Terms of Use (pdf).

Search Registry

- Company Type: All
- Certification/Registration Type: All
- Category: Delivery
  - ONE Order Delivery - Flight
  - ONE Order Delivery - Ancillaries
- Accounting
  - ONE Order Accounting - Flight
  - ONE Order Accounting - Ancillaries
- Schema Version: All
- Company Name

Search Results (18 companies)

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# ONE Order Certification – Status

## 8 OMS Providers

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<th>COMPANY TYPE</th>
<th>CERTIFICATION/REGISTRATION TYPE</th>
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## 5 Accounting Providers

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## 1 Delivery Provider

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## 2 Airlines

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Thank you