



Order Now

ONE Order Pilot





THE APPROACH

What we're proving out

What we're focusing on

Our key value drivers

Let's deliver!

Seamless & Enhanced Travel Experience

A familiar booking and travel experience with United & an added bonus – a destination experience!

Simplified business model with focus on delivery

Order Delivery

GUIDING PRINCIPLES

Direct exchange with external providers

Simpler Interactions

No PNR & Ticket

Decouple from legacy artifacts



THE SCOPE

SCENARIO

- ▶ Book a one-way travel for 5 passengers on a domestic United Airlines operated flight
 - ✓ Create Order through United.com
 - ✓ Seat selection allowed
 - ✓ The Order creation will orchestrate the flight and destination experience booking
 - ✓ A bundled price for both the flight and experience booking
 - ✓ Payment authorization (excluding downline Accounting processes)
 - ✓ Check-in through the United Mobile app
 - ✓ Boarding pass
 - ✓ No bag check-in
 - ✓ Board through the Gate Reader

GOALS

- ▶ Assess the architecture and integration requirements to study the feasibility of integrating an Order Management System within the current United IT infrastructure
- ▶ Integrate with existing infrastructure to manage the Order creation and delivery
 - ✓ Use existing Passenger interfaces: United.com, United Mobile app, and Gate Reader
- ▶ Assess key requirements to deliver a minimum solution to fly a passenger
 - ✓ Print a boarding pass
 - ✓ Request for passenger clearance score and handle Order cancellation and unsolicited scoring messages
- ▶ Identify gaps in the API standards and share the findings with IATA



THE SCOPE





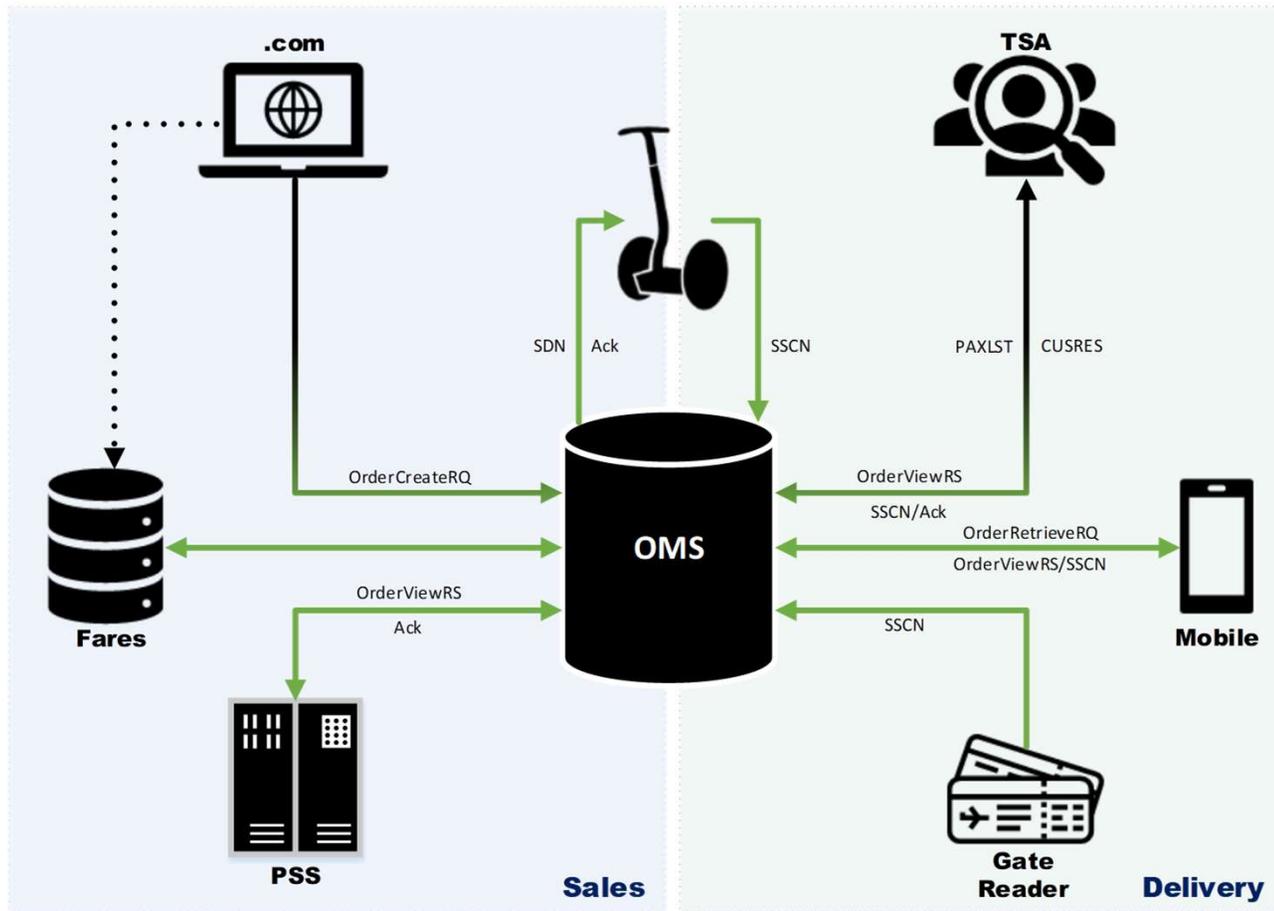
THE FLOW

Order Sales

1. Flight shopping
2. Store fare detail
3. Order creation
4. Secure flight and experience
5. Secure seat

Order Delivery

1. Request clearance score
2. Passenger check-in
3. Passenger boarding
4. Fun





THE LESSON



Opportunities

Simplified interaction with 3rd party systems ◀
Opportunities to create a omni-channel customer touchpoint that allows Service modification across all streams using a singular reference ◀

Real-time tracking of Service delivery statuses ◀

Full complement of rich data ◀

Simpler Interactions
+
No PNR & Ticket

Order Delivery

Seamless Integration

Challenges

▶ Challenges around replacing processes built around PNRs and Tickets

▶ Lack of granularity of Service Delivery States

▶ Hitting critical mass vs. status quo