THE APPROACH
What we’re proving out

Let’s deliver!

What we’re focusing on

Our key value drivers

GUIDING PRINCIPLES
Simpler Interactions
No PNR & Ticket
Decouple from legacy artifacts

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

Order Delivery
Simplified business model with focus on delivery
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

THE SCOPE

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

**SHOP**
Shop with a promotion code + collect the passenger’s information

**BOOK**
Create the Order, secure inventory (flight + seat), score the passenger, notify the experience Delivery Provider

**CHECK-IN**
Use UA Mobile app to check-in the passenger using the OMS as the DCS

**FULFILL**
Complete the Order delivery

**FLY**
Use UA Gate Reader to reconcile the passenger

**FUN**
Consume the day-trip experience
**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

Challenges

- Challenges around replacing processes built around PNRs and Tickets
- Lack of granularity of Service Delivery States
- Hitting critical mass vs. status quo

Simpler Interactions + No PNR & Ticket
Order Delivery
Seamless Integration