



IATA E-SERVICES

The Problem

Paper miscellaneous documents issued by airlines - like excess baggage tickets and lounge access vouchers - require legacy paper processes and infrastructure to be maintained. That adds cost and complexity to industry distribution systems. Paper documents must also be collected from airline ticket offices, causing inconvenience for passengers. Travel agents are unable to sell these services, restricting market access.

The Solution

The IATA e-services project will replace these paper miscellaneous documents with electronic versions according to a global IATA electronic miscellaneous document (EMD) standard.

IATA e-services is the last step in IATA's e-travel vision, which is paperless travel for airlines and passengers. E-ticketing was the first step towards e-travel. Removing paper tickets in 2008 led to the second step, the introduction of mobile bar coded boarding passes. The third and final step is e-services, by the end of which airlines will not issue any paper documents to passengers.

EMDs are designed to work like electronic tickets (ETs). The documents are stored electronically in the issuing airline's database. Usage can be tracked just like flight coupons in an electronic ticket.

The EMD can be used to collect charges for all types of services. They can also be used to collect amendment fees, excess baggage charges, and to issue refunds.

The Benefits

For airlines:

Annual industry-wide benefits of between US\$2.4 and US\$2.9 billion, from lower costs and increased revenue:

- Lower costs due to simplified revenue accounting and back office processing. Airlines will be able to track and attribute revenues faster and more accurately

- Increased revenue by selling more services through more channels: a mix of traditional channels (GDS's and travel agents) and new channels (web, mobile phone)

For passengers:

- More flexibility. EMDs allow passengers to customize their journey, purchasing only the services they value, from fast track security to wifi access
- Easier access. Passengers will be able to purchase services on the web, at a kiosk, on mobile phones, at check-in desks or from travel agents
- Less hassle. These services can now be offered across multi-leg journeys, even those that involve multiple airlines, making life simpler for passengers travelling on alliance or interline partners
- Less stress. No more pieces of paper to lose. And just as ET made changes to tickets easier, e-services will make changes to these services easier

For travel agents:

- Access to new opportunities to sell additional services
- Capability to issue and track EMDs via their own systems providing increased productivity, market intelligence, and more efficient corporate billing and control

IATA's Approach

With the EMD standard in hand, IATA e-services is using the global Simplifying the Business (StB) network of IATA staff, airline champions, industry experts and strategic partners to mobilize the industry and meet board targets.

The Targets

- Capability in 6 Global Distribution Systems and 10 airlines, end 2010
- 100% industry capability, end 2012
- 100% usage in IATA BSPs, end 2013