



# Delivering with Orders (ONE Order) Factsheet

One Reference. One Process. One Industry.

## 1. What is ONE Order?

ONE Order is an industry-led initiative intended to simplify the airline reservation, delivery, and accounting systems by gradually phasing out the current booking (PNRs) and ticketing records (e-tickets and electronic miscellaneous documents, or EMDs).

ONE Order is an XML-based standard that combines these multiple records into a single retail and customer-focused Order. Its aim is to remove inefficiencies inherited from paper-based processes and facilitate communication between airlines' Order Management, Revenue Accounting, and delivery providers.

## 2. What are the challenges of ONE Order adoption?

At the airline level, the move to ONE Order is a large-scale transformation project encompassing airline internal processes and procedures as well as their organizational structure.

At the industry level, full adoption of ONE Order is a multi-year, multi-stage process that engages many participants in the travel value chain including airlines, passenger service system suppliers, airline e-commerce platforms, travel agents, global distribution systems and others.

## 3. What are the benefits of ONE Order for our Industry?



A **standardized** and **expandable** reference, ONE Order becomes the **single access point** for third parties customer orders such as interline partners, distribution channels, ground handling agents and airport staff, etc.



ONE Order facilitates the **product delivery** and **settlement** between airlines and their partners with simplified and standardized Order management processes throughout the whole lifecycle from booking to delivery.



ONE Order enables **network** and **ticketless carriers** to interact and provide combined services to customers through an agile creation and fulfilment of any products, and the ability to connect with wider industries for greater **interoperability**.

#### 4. Who will benefit from ONE Order implementation and how?

##### Customers -> Simplicity

Travelers will no longer need to juggle between different reference numbers and documents when checking-in or making changes to their itinerary. With a single reference number, they will be easily recognized by all service providers. It will greatly simplify and enhance the passenger experience particularly when dealing with travel disruptions or itinerary changes.

##### Corporate Buyers and TMCs -> Duty of Care

Duty of care requirement of managed travel will be simplified by enabling access to the same delivery information of flight and non-flight services (e.g., lounge access) in the order. ONE Order may enable considerable simplification of back office processes by providing combined and structured data of the complete journey information.

##### Travel Agents -> Efficiency

Travel agents will be able to follow an identical process to book flights and products from all airlines, regardless of the airline's business model or technology capability. This will help expedite the service they provide and increase productivity.

##### Accounting Providers -> Service Focus

With regards to accounting processes, ONE Order will streamline and simplify accounting functions and processes by moving from accounting of electronic documents towards accounting of payment for services ordered. At the same time, ONE Order will enable the accounting of any type of ancillary services in addition to a flight offering, such as airport parking, lounge access or fast track security, in a more retail-oriented manner, without the use of current accountable documents (EMDs).

##### Airlines -> Lower Costs

Airlines will no longer need to resort to time-consuming and expensive reconciliation exercises between different references. This consolidation will help airlines streamline their reservation management up to financial processes, remove the dependencies on industry specific accounting solutions and simplify interlining delivery and accounting processes. Airlines will also be able to sell, account for, and track the delivery of flight and non-flight products and services in a seamless way.

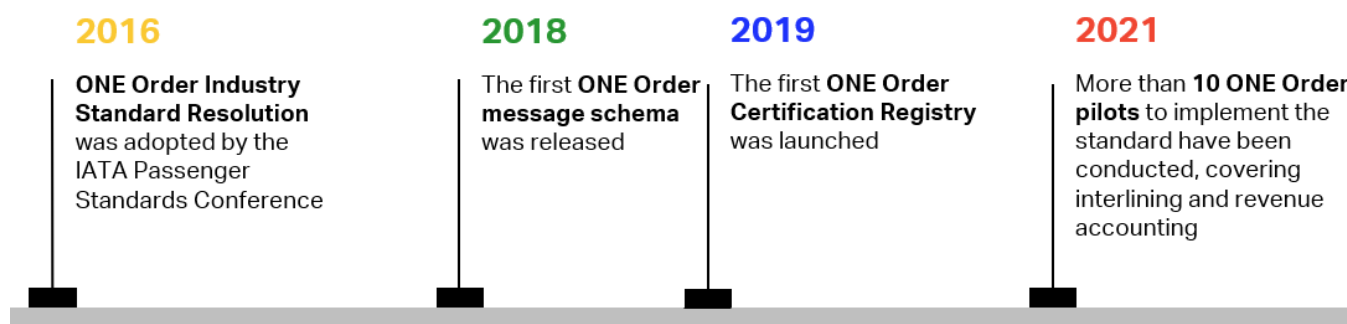
##### Technology Vendors -> De-specialize the airline Industry

A key benefit to the technology providers will be the ability to remove complexity and overlap from systems and the overall system environments, making them more cost effective to operate and maintain. With the efficiency gains, technology providers will have the capacity to shift their focus towards innovation and more efficient delivery, keeping step with airline requirements. By de-specializing the airline industry and bringing it closer to an Amazon-style retail architecture of orders, opportunities for new IT providers of order management and delivery management solutions will emerge, driving industry competition and innovation further.

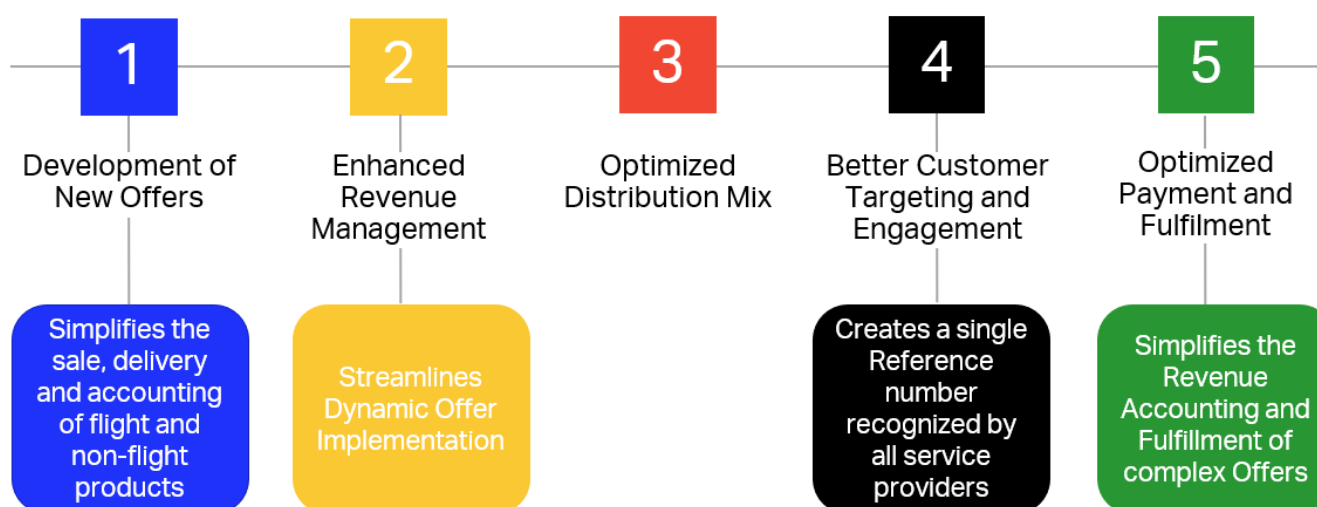
##### Delivery Providers -> Streamlined Relationships

Delivery Providers, such as ground handlers, will benefit from complete and structured information about the passengers and their associated services to be delivered. New delivery providers, such as car services, parking, or lounge operators, can streamline their relationship with airlines in terms of delivery and accounting processes without the use of paper-based constructs and processes.

## 5. The industry roadmap to ONE Order



## 6. How does ONE Order contribute to Airline Value Creation?



## 7. How is IATA supporting the industry transition to ONE Order?

During the COVID-19 crisis ONE Order implementations slowed down as the industry prioritized continuing and maturing NDC deployments. However, ONE Order is now back on the agenda for some leading airlines and many technology providers.

With support from the industry, IATA has pivoted ONE Order to make it an integral part of the transition to airline retailing. This means that as the industry moves to a world of 100% Offers and Orders, aligned with today's online retailing best practices, ONE Order will bring the simplification and the customer service components that are vital to achieving this vision.

Moving forward it remains each airline's responsibility to individually assess the opportunity for ONE Order implementation and to decide their best timelines. IATA will not prescribe a specific course of action but will accompany any willing airline through their individual journey.

## **8. Recognition of Airline Retailing Maturity in the industry**

The [Airline Retailing Maturity \(ARM\) index](#) program recognizes companies that are on their journey to modern airline retailing, using Offers and Orders based on the IATA Enhanced and Simplified Distribution (EASD) standards, including NDC.

The ARM index evaluates organizations across their technical capabilities, scalability of partnerships across the retailing value chain, and maturity in capturing potential value. Companies are published with their validated capabilities in the [ARM index registry](#).

## **9. Critical guidance and tools supporting the transition to a world of 100% Offers and Orders**

To speed the industry transition towards a world of 100% Offers and Orders, IATA established a [Retailing Consortium](#) of advanced airline adopters. The Consortium's work has already equipped the industry with three resources aimed at providing guidance through the following releases:

- [A Business Case](#)
- [A Business Reference Architecture](#)
- [Generic airline transition pathways](#)