



ONE Order Program Summary

Background and roadmap

ONE Order has been initiated by the [Simplifying the Business](#) (StB) group to modernize airline order management as a whole, and specifically the delivery, fulfilment and accounting processes related to airline products and services.

The overarching problems [ONE Order](#) addresses are the inefficiencies inherited from paper based processes and the unnecessary costs for airlines caused by having three separate records (PNRs, E-Tickets and EMDs). Simply said, an E-Ticket, or an EMD for that matter, exists in order to satisfy a number of business requirements for the industry, the main ones being payment confirmation of a booking (PNR) and delivery status tracking. Can we not achieve the same goals by combining the information in a single Order and replacing an E-Ticket/EMD with fulfilment statuses for delivery and accounting purposes? With ONE Order, all entities involved to deliver the travel, from the customer to the third-party service providers, will access the single airline record to get the required insight and make necessary updates.

The overall case for change was presented to the IATA Board of Governors in 2015 to complement modernization started by [NDC](#). On the 4th of December 2015, the board approved moving forward with the phase 1 of the program:



The IATA board tasked the IATA Financial and Distribution Service (FDS) Transformation team with developing a standard messaging and resolution together with producing a transition study for the industry. The ONE Order Task Force was created for this purpose, consisting of a group of airlines, GDS and various IT vendors (PSS, Revenue Accounting System, E-commerce platform). This task force - reporting to the Passenger Distribution Management Group (PDMG) - is meeting several times per year.

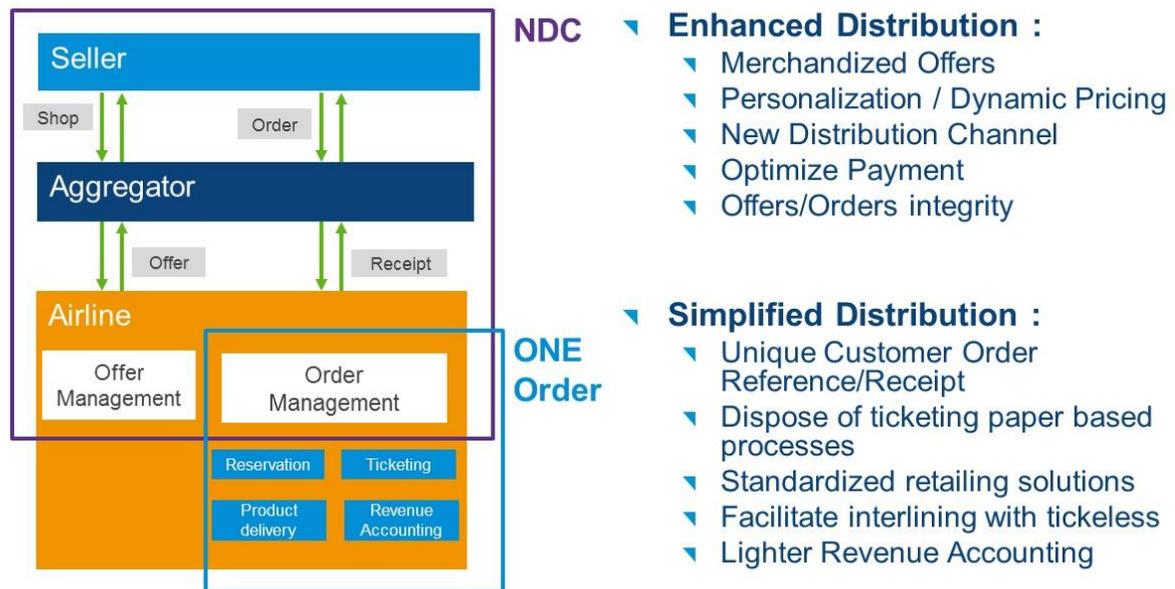
On 19th of October 2016, IATA members have adopted the ONE Order resolution 797 at the Passenger Service Conference: this is giving the airline industry the authority to work with Orders in the future and move away from today's booking (PNR) and accounting documents (E-Tickets and EMDs).



Toward Enhanced and Simplified Airline Distribution

NDC can now be seen as the first step of the ongoing modernization of a 40-year-old ecosystem (messages, rules, workflow, architecture...). ONE Order goes further by transforming the Order into the only reference any industry partner needs when it comes to a customer journey.

The table below clarifies the ONE Order Program's scope next to NDC's and lists the additional benefits it brings to indirect distribution.



Transition challenge and conclusion

Implementation of ONE Order is a large scale transformation project of which the cost and resulting return on investment must be evaluated individually for each airline. It also requires close cooperation with industry partners. As a major transformation in the industry, it will require strong internal support, as benefits and drawbacks are obviously very different from one department to another:

	Commercial	Strategy	Finances	IT
Benefits	Enhance customer service, innovation and simplified processes	Industry Game changer and improved interlining	Standardized retailing and accounting processes	Technology refresh
Drawbacks	Long timeline	Industry dependent	Legacy mindset	Complex transition





IATA together with ONE Order Task Force participants studied in 2016 the associated industry transition challenges and concluded that:

1. **ONE Order increases the return on investment to implement NDC Order Management:** it will put a framework around the notion of Order Management Systems and support transition to work with Orders introduced by NDC
2. **ONE Order is a long term industry game changer :** it requires mind-set change over legacy artifacts such as PNRs and ETs/EMDs
3. **ONE Order provides the opportunity for a technology and process refresh :** it brings considerable simplification in processes and support ticketless carrier interlining
4. **ONE Order should be planned in the context of any system migration:** transition will be a multi-year/system/department program and implementation will vary greatly from airline to airline, and will depend on the architecture, system environment, transition path, business strategy, rollout plans, etc...

Looking into the future

In summary, it is safe to say that ONE Order has great potential to drive revenues and lower costs. This potential is considerably greater in combination with NDC. The transition to ONE Order will be a large scale transformation project and should be planned in the context of other major projects as mentioned above. Key aspects of the transformation are the acceptance within the organisation internally and externally, as well as the cooperation with industry partners.

ONE Order project vision is ambitious and is not going to happen overnight: it will move the industry toward a single airline customer order, and away from today's booking (PNR) and accounting documents (ET/EMD).

The industry is on a journey for transformation. NDC and ONE Order programs will substantially reduce the inefficiencies generated from a paper based legacy by de-specializing airline constructs, processes and improving customer service.

