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Welcome!

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Aligning for the Future – Distribution | Passenger Accessibility & Facilitation | Finance

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9 trillion
for RPK
in 2024



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4.9 Billion Passengers in 2024

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Modern Airline Retailing

Airlines in control of their
products, money & data

Digital Identity

Customer Identity in
Retailing

Customer Identity in
Service Delivery

Digital Identity of Value
Chain Partners

Selling with Offers

Product and Partnership
Management

Offer and Channel
Management

Payment Management

Fulfilling with Orders

Order Management

Order Accounting &
Financial Management

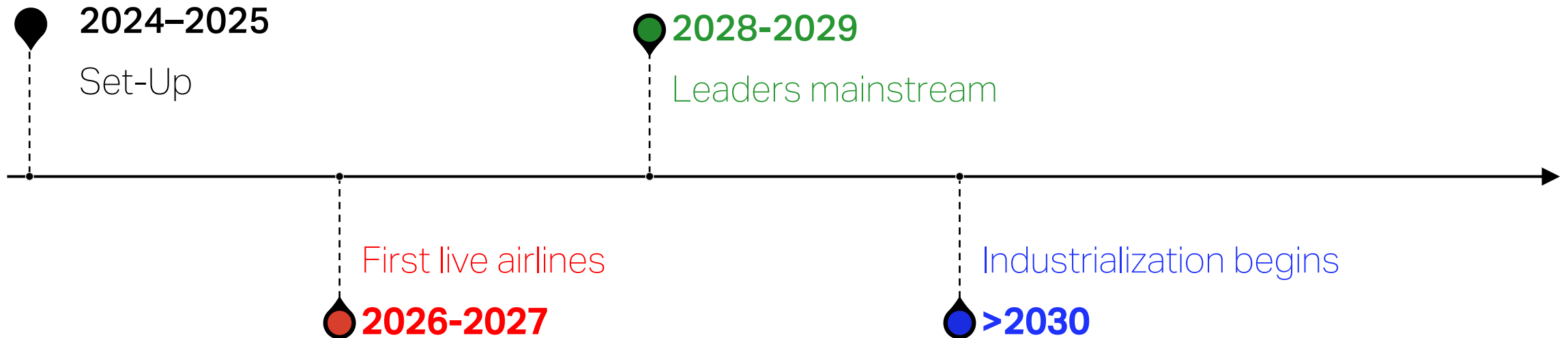
Delivery using Orders

Standards Development

Transition / Acceleration

Communication & Engagement

Industry deployment roadmap



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