



**our  
retailing  
journey**

# Who is Finnair?



On the leading edge of industry innovation....

...and the official airline of Santa Claus

# Why modern airline retailing?



Drive incremental revenue

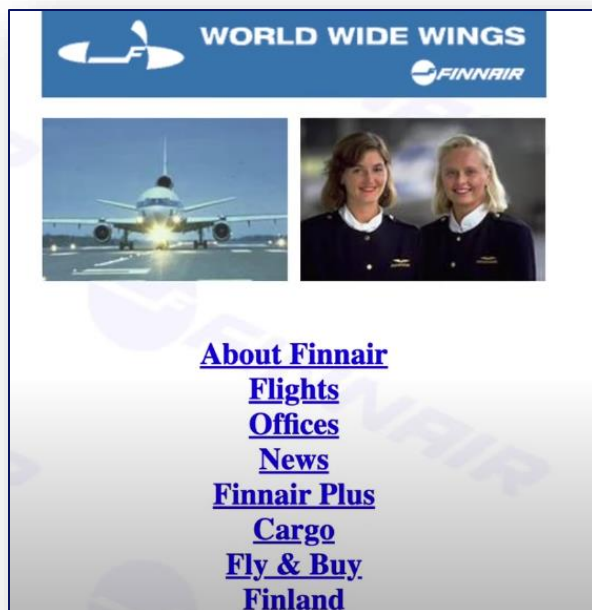
Improve NPS

Reduce costs with modular solutions  
& increased automation

# This was our plan

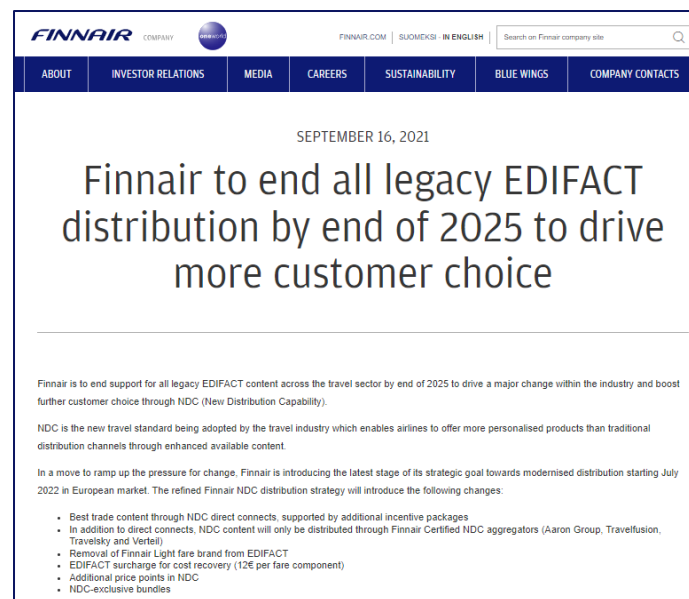


1



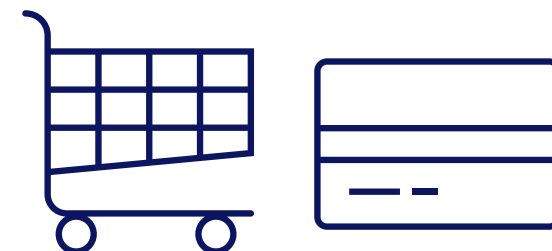
Take control of our  
*experience layers*

2



Sunset technology that “gets  
in the way”

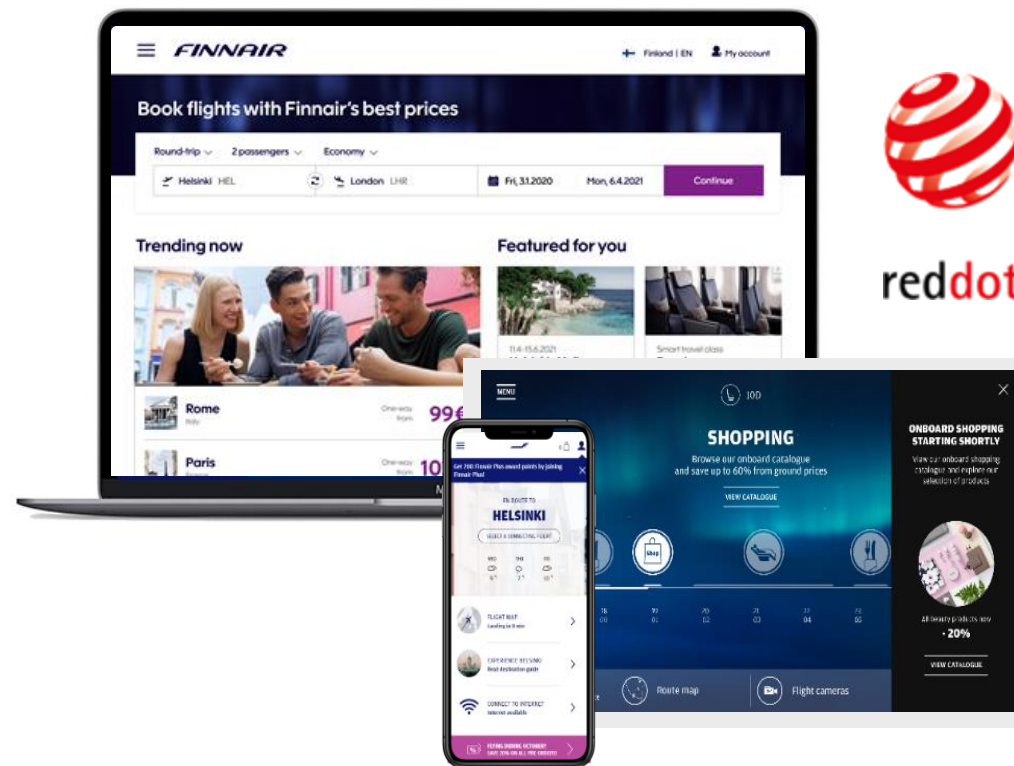
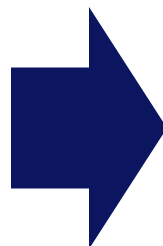
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Implement a true offer and  
order management system

1

# Starting in 2014, we rebuilt and decoupled all our customer facing digital touchpoints



- ✓ Stunningly simple
- ✓ Designed for humans
- ✓ Mobile first
- ✓ Highly responsive

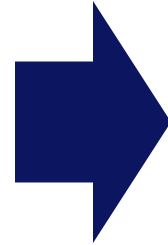
2



# We want to sunset EDIFACT as quickly *and* collaboratively as we can – end 2025 comes too quickly

Status today:

20% of our total pax volume is bought by agents using EDIFACT



Our approach has been focused on **collaboration** with the trade, while maintaining a positive pressure

## What have we learned?

- We over-estimated the technical capability of GDS NDC aggregation
- The NDC adoption in Asian markets has been slower than expected

SEPTEMBER 16, 2021

### Finnair to end all legacy EDIFACT distribution by end of 2025 to drive more customer choice

Finnair is to end support for all legacy EDIFACT content across the travel sector by end of 2025 to drive a major change within the industry and boost further customer choice through NDC (New Distribution Capability).

NDC is the new travel standard being adopted by the travel industry which enables airlines to offer more personalised products than traditional distribution channels through enhanced available content.

In a move to ramp up the pressure for change, Finnair is introducing the latest stage of its strategic goal towards modernised distribution starting July 2022 in European market. The refined Finnair NDC distribution strategy will introduce the following changes:

- Best trade content through NDC direct connects, supported by additional incentive packages
- In addition to direct connects, NDC content will only be distributed through Finnair Certified NDC aggregators (Aaron Group, Travelfusion, Travelsky and Verteil)
- Removal of Finnair Light fare brand from EDIFACT
- EDIFACT surcharge for cost recovery (12€ per fare component)
- Additional price points in NDC
- NDC-exclusive bundles

3

**We are currently transitioning to an offer & order world with our IT partner Amadeus**



**Early deliverables**



**PNRs to Orders**

**Native Orders**



Important for the team,  
our customers and the  
business case

The foundation  
milestone reached,  
converting PNRs to  
Orders

Coming soon in  
Finnair.com, with a  
market-phased approach

**... and a lot more to  
come next year!**

# Key take aways



- Decoupling your experience layer takes time, talent, and money
- Operating duplicate environments are costly, it's important to sunset legacy tech as quickly as you can
- You can often only move as quickly as your weakest link
- It's a company wide effort – no one “owns” the PNR
- Don't make “perfect the enemy of the good”