

ANA's Discovery Journey towards Offers and Orders

An Alternative Route

2024/10/31

All Nippon Airways Co., Ltd.

Supported on their Offer and Order journey by:



ANA at a glance

Passengers

48M

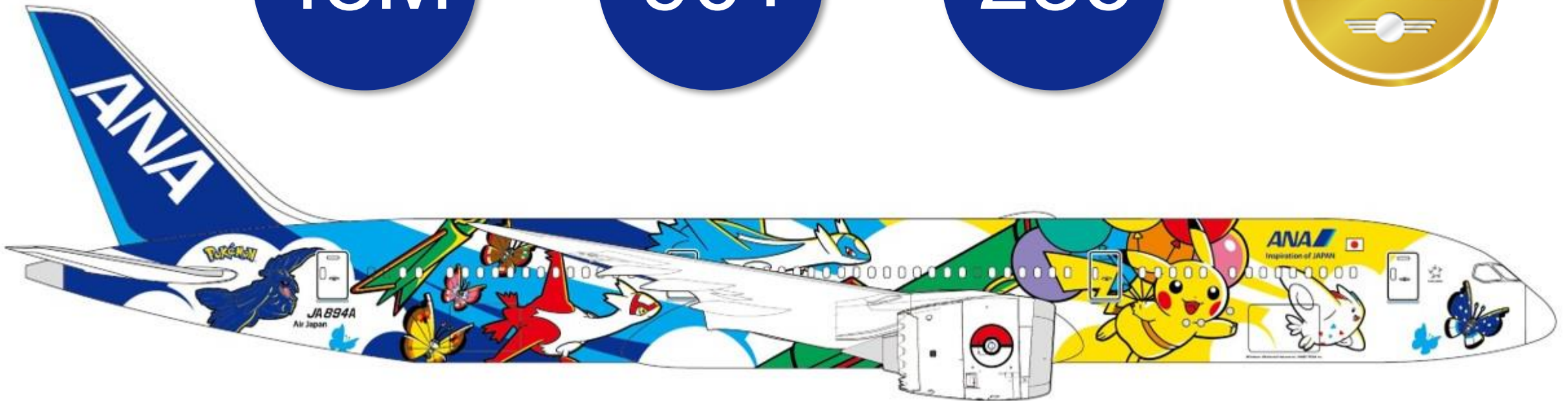
Destinations

90+

Aircrafts

236

11 Years



ANA's decision to **embark on the Offer and Order journey** was triggered by various factors – both internal and external. The big question was “How do we approach this transformation?”

Triggers

- IATA consortium – industry focus
- Partners like Lufthansa Group are moving forward
- Desire to increase offer maturity
- Interest in innovation
- **Doing nothing is a step backwards**

Challenges

- PSS migration of domestic system
- Lack of resources
- Unclear which path, budget and resource needs
- **We don't know what we don't know**



Analysis

Design and PoC Implementation

ANA, supported by Travel in Motion, worked on an initial **analysis of the situation and the various scenarios** which could apply to ANA towards an Offer and Order future.

Steps in the analysis

- What are our main business challenges and objectives?
- How does our system environment look?
- What are the benefits of the various components of Offers and Orders
- **Is it the right time to do something?**

Scenarios

- All-in with a single vendor?
- OOMS and PSS hybrid solution?
- Build for flexibility in the future?
- What role should our current providers play?
- **4 key scenarios for a target-state**

Discovery



Design and PoC Implementation

To ensure the right path is taken and to **better understand the value, challenges and risks**, ANA decided to initiate a set of PoCs with various technology partners.

Proof of Concepts

- Persona-based segmentation
- Third-party ancillaries
- Order-based accounting
- Interline with Offers and Orders
- PNR sync with Order
- Dynamic price adjustments

Learning Objectives

- Dependency between components
- Technology learning
- Business process learning
- Customer experience / customer acceptance
- **Let's walk before we run**

Discovery

Analysis

Design and PoC Implementation

