

Transition to partnerships using Offers and Orders



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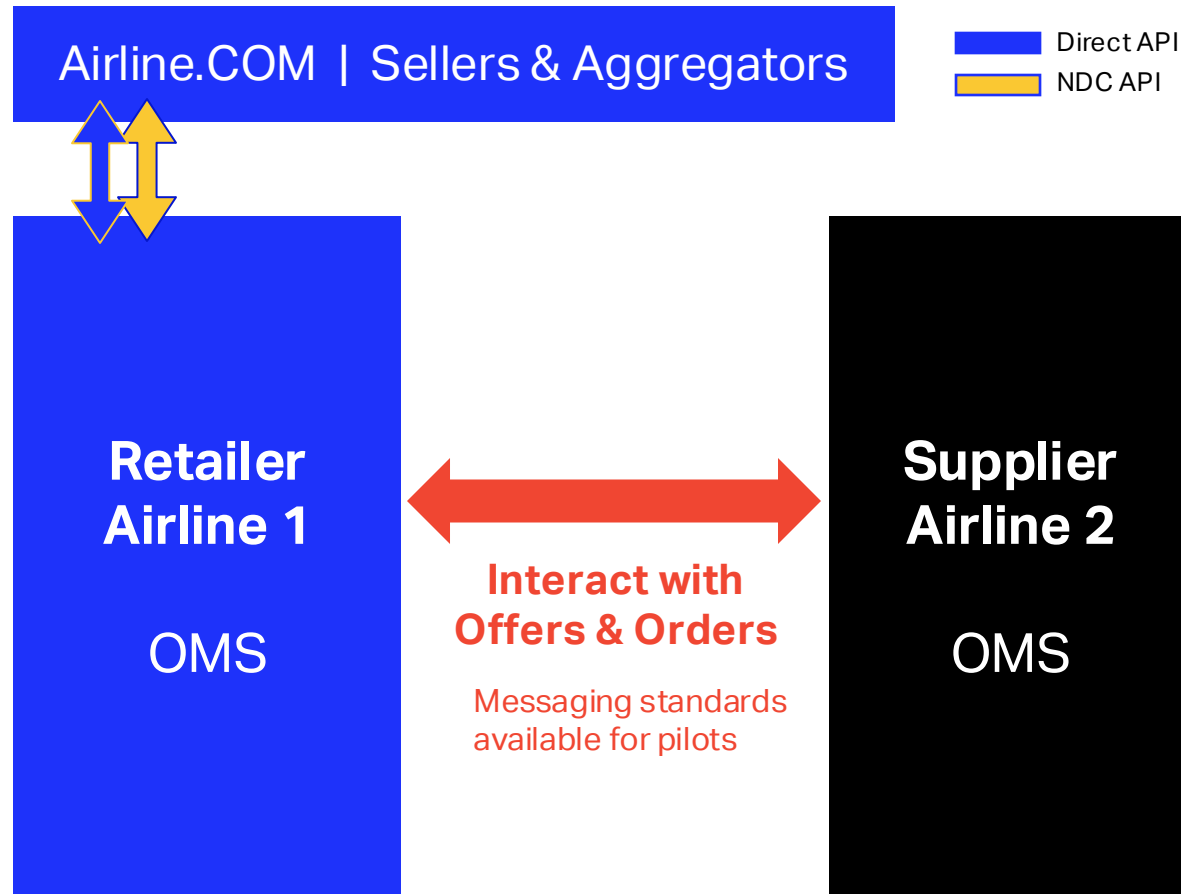
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Offers & Orders-based Partnerships: end state vision



Retailer-Supplier model (SRSIA*) – a significant change

1. **Direct relationship** between Retailer & Supplier
2. **Offers & Orders** and **API-based** interactions (vs EDIFACT / Teletype)
3. **Retailer in control** of the Customer offer
4. **Supplier in control** of Supplier's offer, which is provided to the Retailer and includes **settlement value**



New! The Overview of Offers & Orders-based Partnerships: use QR code or download at bit.ly/Partnerships-Offers-Orders

Offers & Orders Partnerships start gaining speed

October 2024

Modern Airline Retailing

IT Provider Readiness and Roadmap to 100% Offers & Orders

14 IT Providers took part in the survey

accelya

amadeus

atpco

Datalex

FLYR

Globant

GO7

Hitit

Lufthansa Systems

OpenJaw

PROS

ibsssoftware

Sabre

Unisys

IT Providers answered a detailed questionnaire and presented to the IATA Airline Retailing Consortium. Other IT Providers were contacted, but they choose not to participate in the survey.

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← IT Provider Readiness & Roadmap 2024
or download at bit.ly/IT-readiness-2024

Supported by

12

IT Providers

by 2026

fully or party

11

POCs & Pilots

on Offers & Orders-

based Partnerships

Business Domains coverage by 2026

Expected Business Domains in 2026 with full or partial (above 50%) support of core domain capabilities

✓ = Covered

✗ = Not covered

IT Provider	Product Management	Offer Management	Order Management	Offers & Orders -based Interline	Financial Management (Order Accounting)	Delivery Management (Future of DCS)
accelya	✓	✓	✓	✓	✓	✓
amadeus	✓	✓	✓	✓	✓	✓
GO7	✓	✓	✓	✓	✓	✓
Hitit	✓	✓	✓	✓	✓	✓
ibsssoftware	✓	✓	✓	✓	✓	✓
Sabre	✓	✓	✓	✓	✓	✓
Datalex	✓	✓	✓	✓	✓	✓
FLYR	✓	✓	✓	✓	✓	✓
OpenJaw	✓	✓	✓	✓	✓	✓
PROS	✓	✓	✓	✓	✓	✓
atpco	✓	✓	✓	✓	✓	✓
Globant	✓	✓	✓	✓	✓	✓
Lufthansa Systems	✓	✓	✓	✓	✓	✓
Unisys	✓	✓	✓	✓	✓	✓

* IT Provider is a "Digital Accelerator" - 3rd Party Offer and Order Management systems are still required.

** Partial - Certain product management capabilities supported (regarding Offers & Orders-based Interline).

Note: This is a non-exhaustive list of IT Providers. Answers include all IT Providers who participated in the 2024 version of the survey.

Source: IT Provider survey, June 2024, IATA Consortium.

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2024 IT Provider Survey:

The move to 100% Offers & Orders is happening

		Business domain coverage by RFP / RFP and POCs / Pilots						
Number of	Measure	Overall	Product Mgmt.	Offer Mgmt.	Order Mgmt.	Offers & Orders -based Interline	Financial Mgmt. (Order accounting)	Delivery Mgmt. (Future of DCS)
Airline RFI / RFP	Average	7	4	6	5	3	2	>1
Non-production Airline POCs & Pilots	Total (All IT Providers)	29	5	13	15	11	11	<3
Airline Pilots in Production	Total (All IT Providers)	10	<3	7	3	-	<3	-

Source: IT Provider survey, June 2024, IATA Consortium. Average is among IT Providers active in the respective business domains. A POC/Pilot represents an Airline-IT Provider pair engaged in a proof-of-concept or pilot implementation (in progress or completed). A single airline RFI/RFP or POC/Pilot covering several domains is counted once in each business domain. One IT Provider often runs several POCs/Pilots, and one airline could be part of several POCs/Pilots.

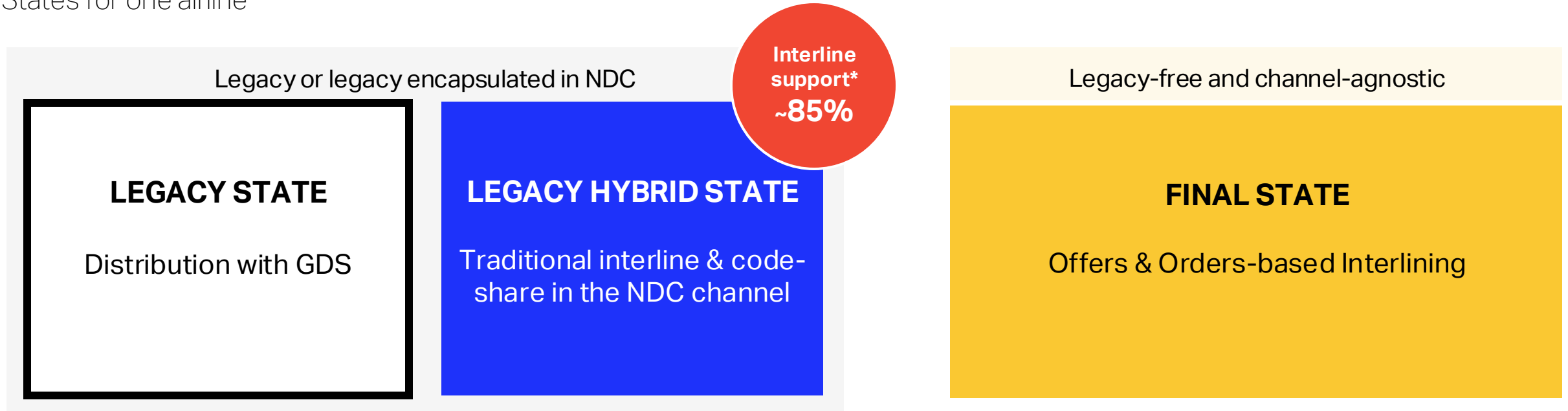
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Partnerships: interim and future states

States for one airline



Basis for technical interfaces *between airlines* and for commercial agreements

- **EDIFACT and Teletype**, fare filing, reservations/AIRIMP, ticketing standards
- **Multilateral** Interline Traffic Agreement (MITA)

- **APIs and Offers & Orders**
- Bilateral **Retailer-Supplier** framework (SRSIA**)

** Standard Retailer Supplier Interline Agreement (RP 1780s)

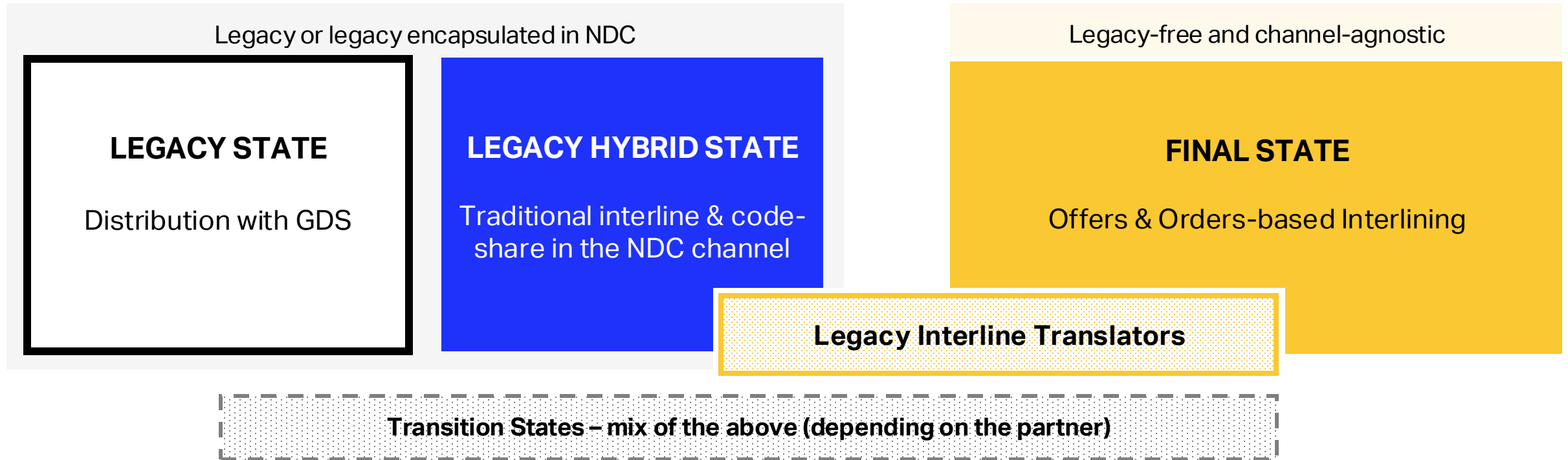
* Percentage of respondents who said **interline** is **supported (67%)** or **could be supported (18%)** in **their NDC channel**. Source: Offers & Orders Forum, May 2024, Geneva, IATA

Use QR code or download at bit.ly/Partnerships-Offers-Orders →



Partnerships: interim and future states

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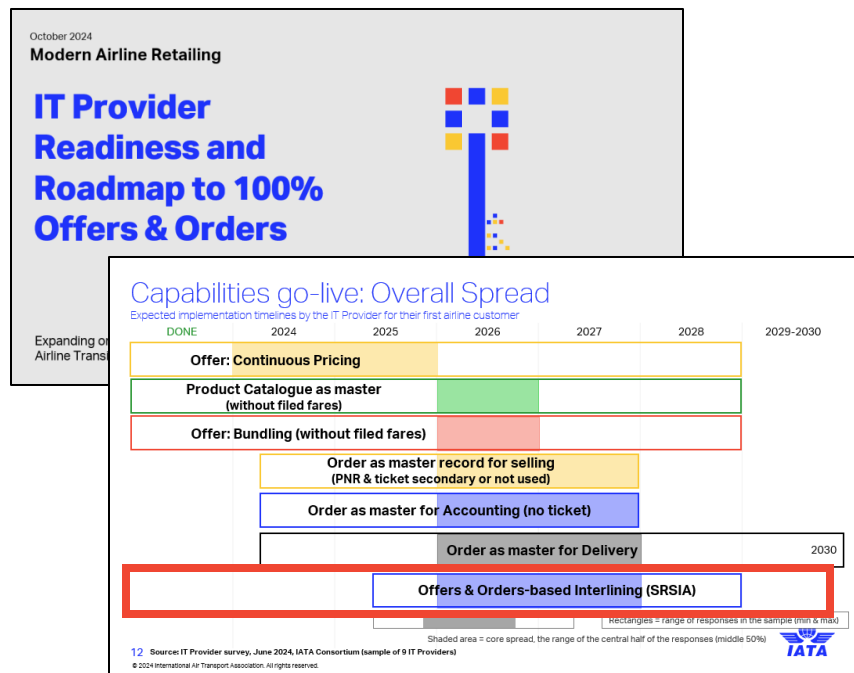


Use QR code or download at bit.ly/Partnerships-Offers-Orders →



Offers & Orders Partnerships start gaining speed

Expected timeline for implementing **Offers & Orders-based Partnerships** by the IT Provider for their **first airline customer**



2025 – Frontrunners
(~25% of IT Providers)

2027 – 2nd Batch
(~75% of IT Providers)

2028 – 3rd Batch
(the remaining IT Providers)



← IT Provider Readiness & Roadmap 2024
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