Modern Offer & Order based Airline Retailing Platform

flydubai

flydubai
Business Model

All
Economy

GDS

Business
Class

Loyalty
Program

Emirates
partnership

40 interline
& code share

43% connecting
traffic

129
destinations

Our continuing **EVOLUTION** of business model is driving force of our **DIGITAL JOURNEY**

Change
Drivers

Technology

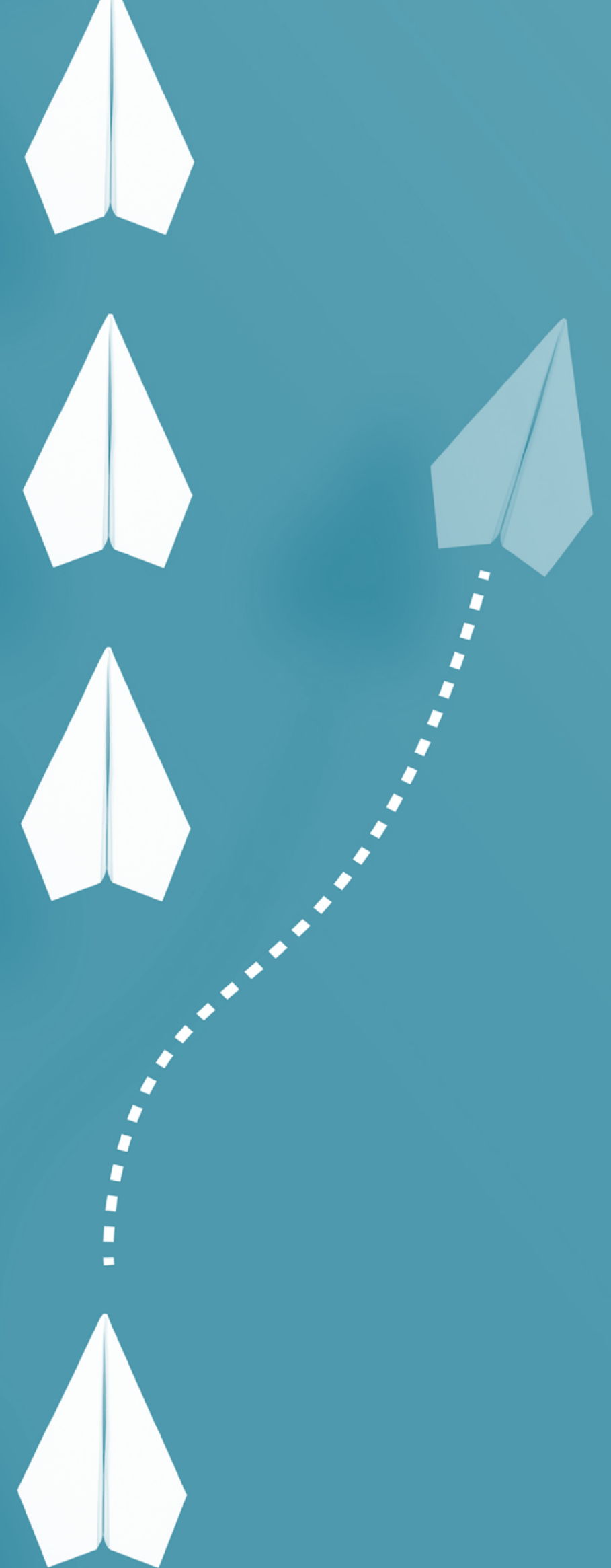Reduced barrier for agility with advent of modern computing

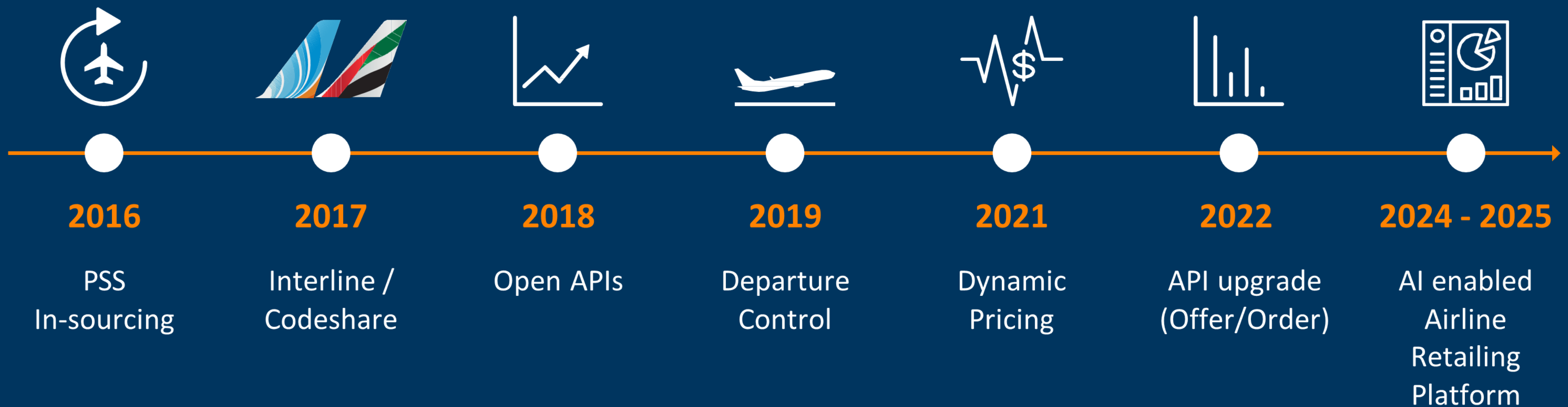## Industry

Fusion between travel & retail is at our doorsteps

Customers

Expect seamless digital experience and hyper-personalized offers

... leading towards business model **INNOVATION**

AI Enabled
Airline Retailing Platform

Contact Centre **Web & Mobile** **Bots** **Retail Shops** **OTAs** **Aggregators** **Interline** **GDS**

Channels

Experience Orchestration

| flydubai open & rich APIs | NDC | Legacy Connectors |

AI & ML

Hotels

Cars

Lounges

Other 3rd party Products

Integration

Integration

Airline Partners

Airports

Governments

Other Service Providers

Offer	Order	Settle	Deliver
Offer Orchestrator	Order Orchestrator	Order Accounting	Delivery Orchestrator
Dynamic Pricing	Order Lifecycle Management	Partner Settlement	Fulfilment
Recommendation Engine	Partner Order Management	Native Payment Gateway	Order Monitoring & Tracking
Product Catalgoue	Disruption Management	IATA Financial Gateway	Service Recovery

Customer 360

Enablers

| Purpose built Datastores | AI & ML | Events & Messaging | Container Orchestration | Master data & Configuration | Logging & Alerts |

Domain Driven

AI Enabled

Event Driven

Architecture
Principles

Domain Driven

Modular

Open Standards

API First Design

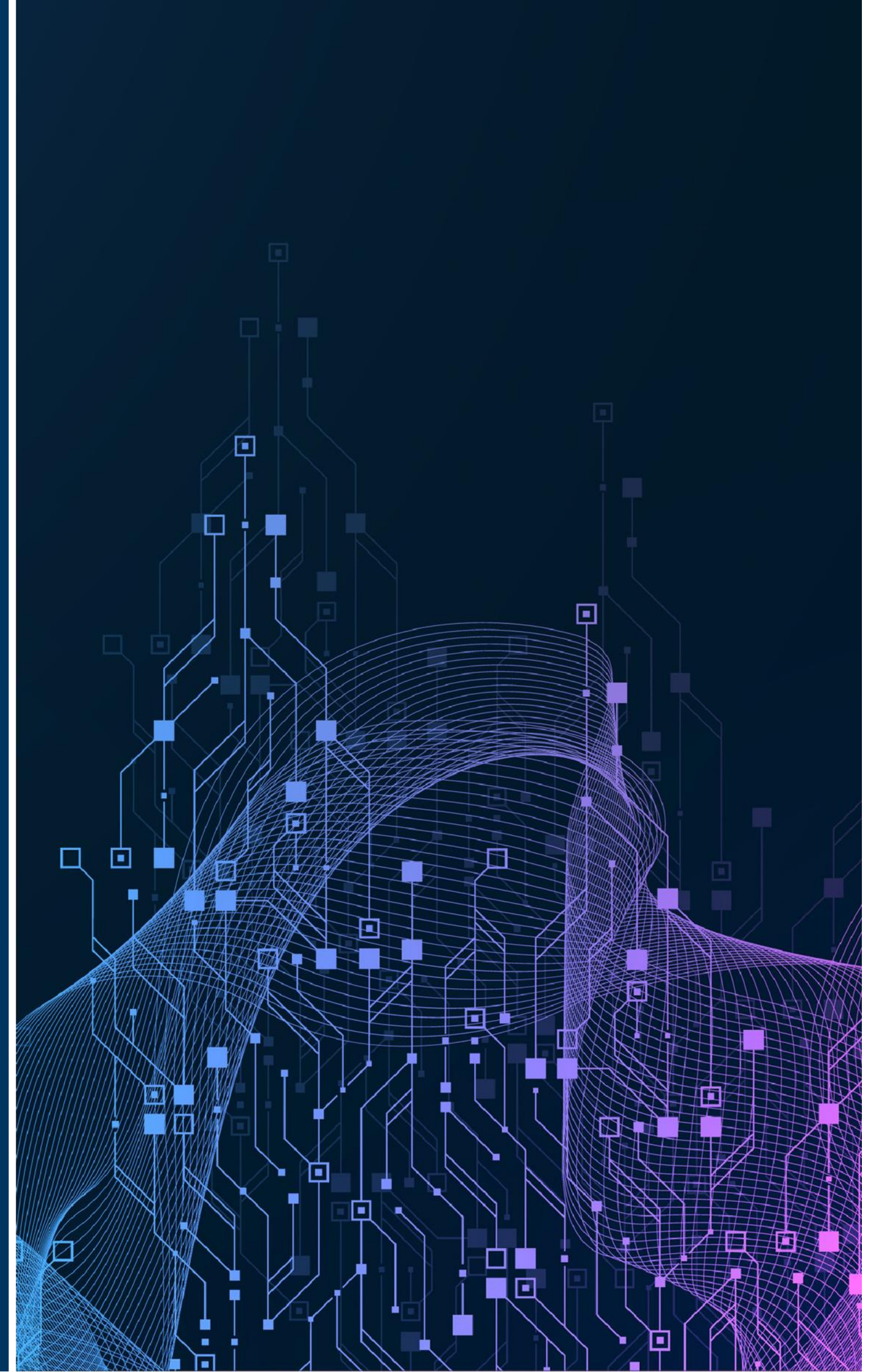**Microservices**

Event Driven

AI Enabled

Customer Centric

Cloud Neutral

Offer
Management

Offer Creation

Use real-time data to create basket of dynamically priced offers based on demand, product stock availability and customer booking behavior.

Personalisation

Hyper personalize the offers that are based on unified customer profile and contextualise based on current stage in the journey

Product Catalogue

Centralised and structured repository of rich set of products and services (both own and 3rd party) with native recommendation capabilities.

Offer Distribution

Distribute richer and dynamic content through direct and indirect channels using flydubai API & NDC and allow for differentiation of products and pricing.

IATA Business Reference Architecture

Offer Orchestration		
Shopping Basket Management	Dynamic Offer Creation	Dynamic Product Bundling
Offer Personalization & Contextualization	Product Stock Management	Itinerary Building
Pricing and Revenue Strategies	Retailer Agreement Application	Supplier Content Offer sourcing

Order
Management

Order Lifecycle

End to end lifecycle management of orders including creation and modification while maintaining order integrity and manage the orders during disruption scenarios.

Order fulfilment

Orchestrate between multiple FOPs, wallets and tracking of payment across all order items to issue receipts (ticketless & e-Ticket)
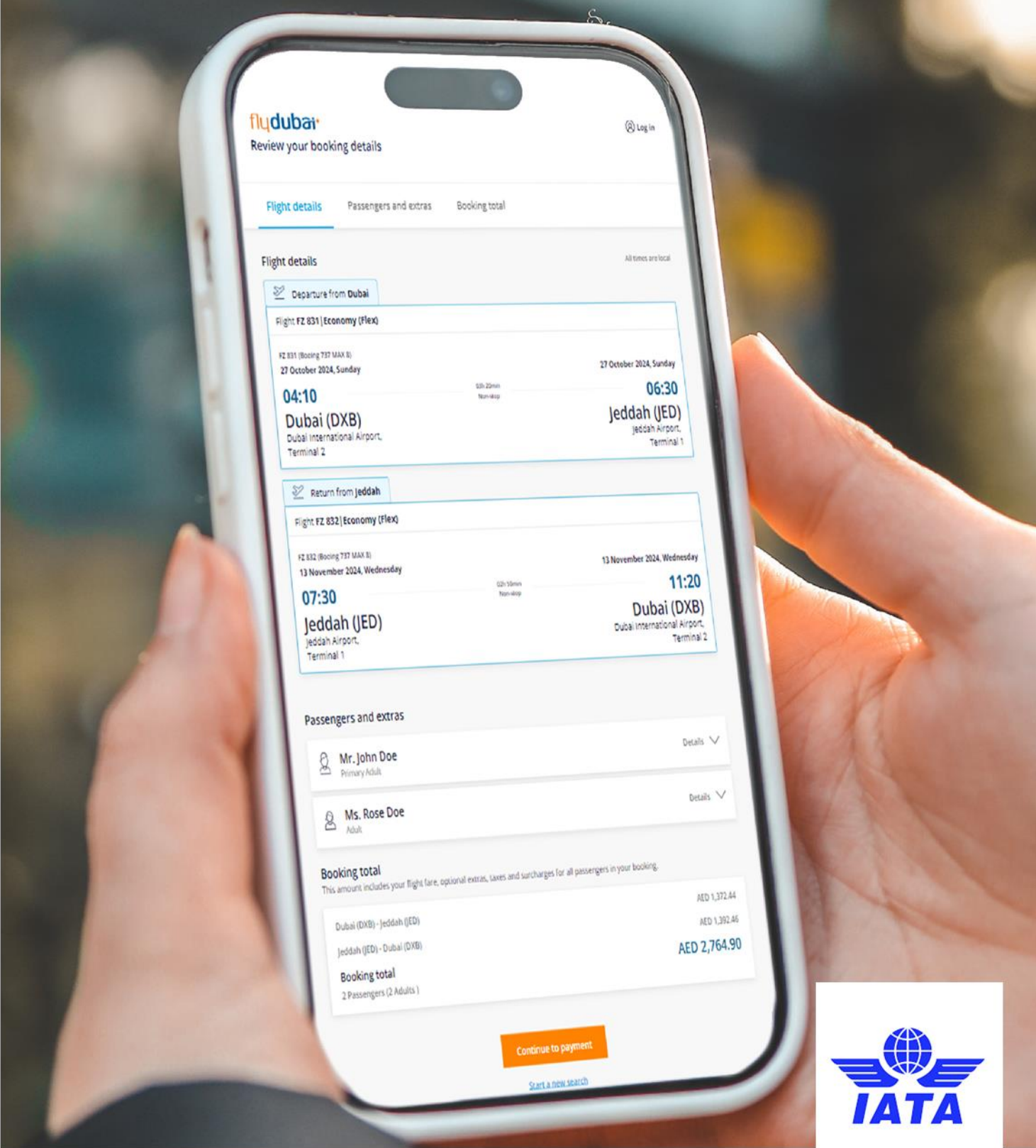
Customer Eligibility

Streamlined travel experience for customers, compliance for airlines and efficiency in managing services through out the journey.

Order Tracking

Real-time monitoring process for all products and services while giving customers greater visibility and control over their travel experience.

IATA Business Reference Architecture

Order Orchestration		
Service Status Management	Customer Eligibility Management	Payment Orchestration
Order Creation Management	Order Change Management	Order Integrity Management
Customer Admissibility Management	Commercial Service Delivery Management	Service Sale and Delivery Recognition

Settle
Management

Order Accounting

Simplified process, eliminating complexities and introduction of new products and services with seamless adaptation of accounting processes.

FOP Reconciliation

Streamlined reconciliation of sales data between suppliers, travel agents and payment service providers through a centralized system for tracking orders and payments

Revenue Recognition

Real time revenue recognition with the actual delivery of services provides a more accurate reflection of the airline's financial performance.

Partner Settlements

Reduce administrative burdens and improve cash flow for airlines by ensuring faster payments, and provides partners with greater visibility

IATA Business Reference Architecture

Settle Orchestration		
Customer Order Accounting (TL)	Customer Order Accounting (ET)	Tax Management
FOP Sales Reconciliation	Invoice Management	Revenue Recognition
ERP General Ledger	Partner Settlements	Smart Contracts Block Chain

Delivery
Management

Passenger Processing

Seamless passenger processing from check-in to baggage handling, ensuring smooth operations and exceptional service at every step.

Service Delivery
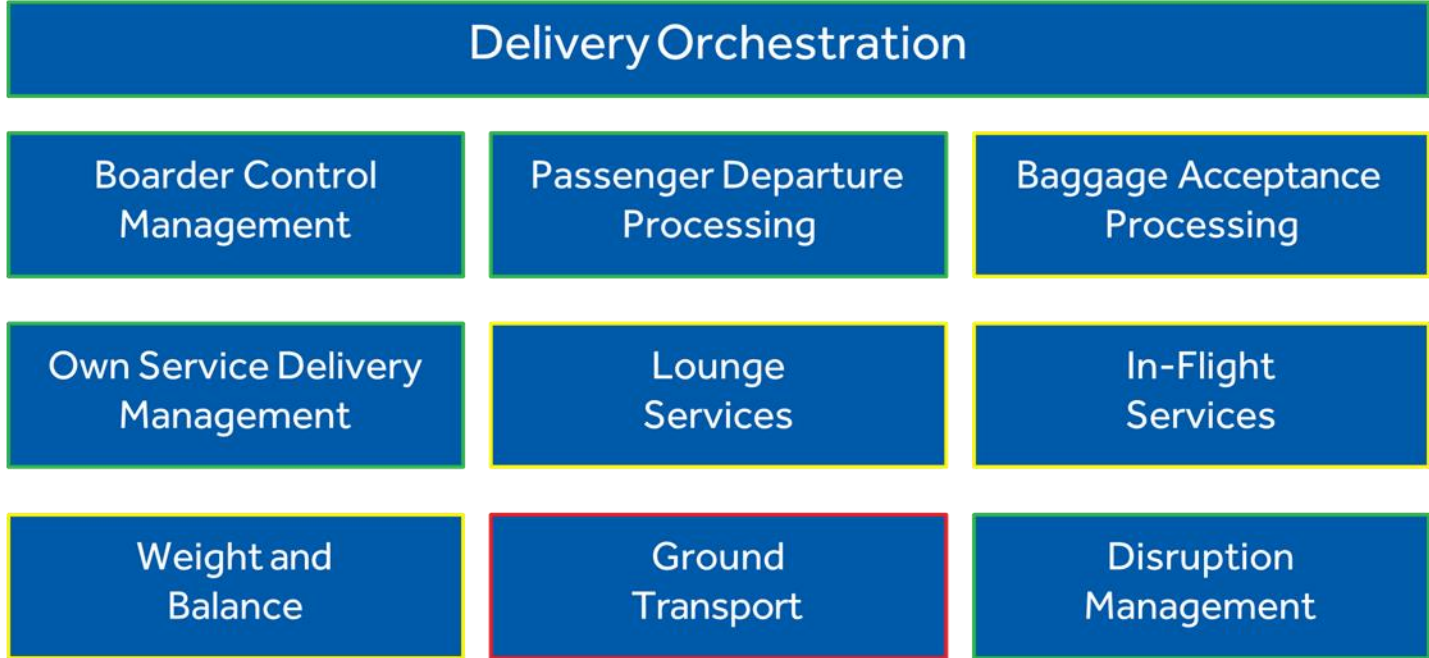
Real-time updates on premium services such as meet & assist, lounge access, and priority boarding to enhance passenger satisfaction.

Service Disruption

During disruptions, passengers can rebook on partner airlines, with hotel stays and vouchers provided.

Delivery Tracking

Real-time order updates ensure seamless tracking and help instant identification of any product and service delivery failures.
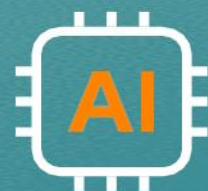

IATA Business Reference Architecture

Delivery Orchestration		
Boarder Control Management	Passenger Departure Processing	Baggage Acceptance Processing
Own Service Delivery Management	Lounge Services	In-Flight Services
Weight and Balance	Ground Transport	Disruption Management

> " Thanks to our retail strategy **AHEAD OF TIME**, we are not transitioning, we are just **PROGRESSING**...!!! "

Thank you

flydubai

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