Airline Retailing-driven Financial Transformation

Philip Fernandes, SVP, Product Management - Accelya
@ IATA WFS
What does it mean?

1. Customer-centric architecture that is mapped to customer journey and experience. Order is all that the Customer needs throughout their travel.

2. Seamless omni-channel - Offer, Order, Payments, Fulfilment that extends into Finance. Products and offerings that don’t create surprises at time of Settlement and Reconciliation.

3. Emphasizes highly accurate data upfront with OOMS. Eliminates reverse engineering or second-guessing orders during Financial Processing.
Journey from Revenue Accounting to Order Accounting

1. Simplification, Not Elimination
   - Accounting of values as 'sold'
   - Need for accounting that is accurate, auditable and can be reconciled
   - Efficient cash flow management
   - Financial data can be used to drive AI/ML strategies

2. Expansion of Services
   - Beyond tickets and EMDs to Orders
   - Partner Accounting brings new challenges related to settlement and reconciliation
   - Accounting as per IFRS rules of Principal vs Agent

3. Transition to Orders World
   - Planned transition to orders world from existing tickets and EMDs
   - Big Bang vs Incremental
   - Hybrid world where "off-PSS" ancillaries can be sold, but how do you account, settle and reconcile
500+ TEST CASES, COVERING VARIOUS BUSINESS SCENARIOS

95% TEST CASE SUCCESS RATE

OFFER-ORDER-SETTLE, FLOW OF DATA FROM OFFER TO SETTLE PROVIDED FOR SEAMLESS ACCESS TO ORDERS

CORE IATA ARMi CAPABILITIES-BASED TEST CASES

ACCOUNTING & SETTLEMENT PLATFORM BACKED BY MICROSERVICES ARCHITECTURE, WITH REAL-TIME PROCESSING

AWS MIDDLEWARE, SUCCESSFULLY DEPLOYED FOR NDC MESSAGE TRAFFIC AND MONITORING
Use cases: What did we learn along the way?

1. **OMS DEPENDENCY**
   Simplification is possible but a lot depends on how OMS provides the data.

2. **FULFILMENT**
   Servicing and fulfilment are key to overall success.

3. **ORDER CHANGES**
   Standards need to support easier identification of changes.

4. **SETTLEMENT**
   Settlement world today is based on e-tickets and EMDs.
Thank You