

Our work delivering a Retailer / Supplier model

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Value Drivers for Unified Offer Management



Single-source of offer-truth, allows for customer segmentation that has not be possible



Features of enhanced bundling and selling, including dynamic/continuous pricing



Offer integrity is guaranteed by a single shopping complex, likely changing the third-party distribution landscape



Result, we can make the overall offer “less complex” in terms of fare-rules/restrictions, because all servicing is done with a capable Order system



Value Drivers for the Order Management Platform



Become a Customer-focused airline by meeting today's digital expectations



Leverage the Order Platform to unify your customer-data and create a holistic understanding of customers total value, rather than individual trips



Eliminate the multiple forms-of-payments/documents that this industry has invented



Simplify your back-end processes – revenue accounting – while providing access to new services for partner fulfilment



CREATING VALUE THROUGH SRSIA

➡ SRSIA brings tangible benefits

- Real time interaction, no need for pre-determined settlement values or fares
- More control for both the supplier and the retailer
- Two independent commercial relationship representations :
 - customer <>retailer, exchanging customer price & payment, sale currency
 - retailer<> supplier, exchanging settlement values & currency, and settlement processes
- Independent from the airline ecosystem - partnerships no longer rely on traditional ticketing

➡ Our first use case

- Should deliver incremental value by addressing real-world challenges
- Should unlock value for both carriers => ideally should be bi-directional (two SRSIA pilots)



A REAL-WORLD PROBLEM THAT'S WITHIN OUR REACH

SEATING

[< Back to passenger details](#)

Choose your seats

Window, middle or aisle? Choose seats for everyone on this booking and find your favourite.

London to New York

8h 0m, Boeing 777 jet

Pay for this booking before choosing seats

American Airlines is operating this flight

New York to London

6h 55m, Boeing 777 jet

Seats available from £27.00

[Choose seats](#)

[Choose seats later](#)

[What happens if you don't choose seats now? >](#)

[Help with disability requirements >](#)

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➡ Sales of ancillaries on partners is technically difficult

➡ Seating upsell on partners is a key opportunity – driving commercial benefit and for a more seamless digital experience

LOS ANGELES TO HONOLULU
BRITISH AIRWAYS
Los Angeles, CA to Honolulu, HI
American Airlines

MR TEST TEST

Choose seat

Standard seat

Your seat

Unavailable

Main Cabin Extra

Preferred

Test T

Total seats (all passengers)

\$0

[Continue](#)

[Skip seats for all flights >](#)

Main Cabin

A B C D E F



OUR OBJECTIVE: FIRST SRSIA VALUE CASE

BI-DIRECTIONAL SEAT-SELLING WITHIN OUR JOINT BUSINESS

✓ **Establish future proof flows and interactions**

- Real time shopping & Real time offer selection
- Supplier keeps control and decides the settlement value & currency at time of offer
- Retailer can determine the customer price
- Purchase is confirmed via order interaction, with offer reference
- Notifications for involuntary and delivery events

✓ **Whilst ensuring business continuity...**

- End-to-end enablement and business continuity is a pre-requisite
- Solutions for servicing, disruption & settlement



IMPLEMENTATION APPROACH

➔ What technology was needed to unlock this use case?

- The retailer needs more advanced capabilities, brought by the Offer & Order Management System
- The supplier can more easily rely on the PSS during early transition stage (with some orchestration)

➔ Each airline uses its own PSS, Amadeus Nevio is used by the retailing airline in both directions

	Retailer airline	Supplier airline
OfMS/OrMS capability	Amadeus Nevio OfMS & OrMS	
Interaction capability	Amadeus Nevio end-point to communicate with supplier	Own supplier end-point to communicate with retailer
PSS capability	Uses its own PSS	Uses its own PSS

➔ Core SRSIA philosophy is enabled from end-to-end

- Real time interaction at shopping, offer selection, order, notifications steps.
- Leveraging NDC messages (tactical choice)



WHERE WE ARE NOW...

➡ Timelines

- **AA as a retailer:** Now in production as a proof-of-concept, for a limited period
- **BA as a retailer:** Production targeted in 2026

➡ Takeaways from implementation

- Making native and legacy flows coexist has been challenging, with unforeseen complexity
- Implementing SRSIA in the absence of a full Offer & Order ecosystem has required some ad-hoc processes (e.g. settlement)
- Sell interactions (shop, price, order) are leveraging NDC API's, with some adaptations & limitations
- Enabling a native end-to-end flow requires more work on:
 - Interline seat map cross partners (current SRSIA messages do not convey seat map)
 - Notification cross partners (may be bi directional)
 - Delivery (to limit reliance on PSS for downstream)



Standard Retailer Supplier Interline Agreement

Use case: Sell Partner British Airways seats

Thank you

American Airlines 

BRITISH AIRWAYS 