

# 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



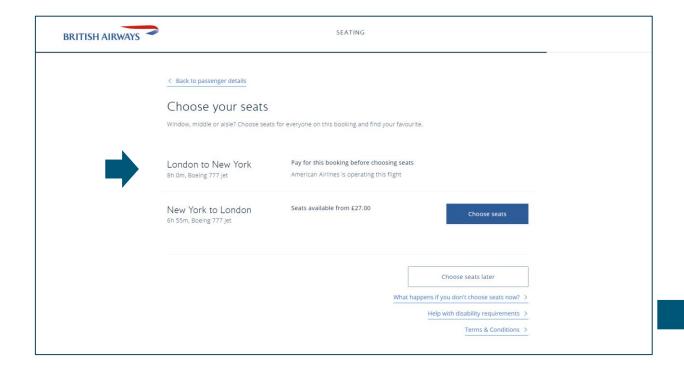


- Real time interaction, no need for pre-determined settlement values or fares
- More control for both the supplier and the retailer
- o Two independent commercial relationship representations :
  - o customer <>retailer, exchanging customer price & payment, sale currency
  - o retailer<> supplier, exchanging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

#### Our first use case

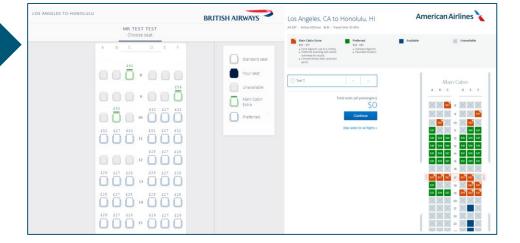
- > Should deliver incremental value by addressing real-world challenges
- > Should unlock value for both carriers => ideally should be bi-directional (two SRSIA pilots)

### A REAL-WORLD PROBLEM THAT'S WITHIN OUR REACH





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









#### **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









#### 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)







#### **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



