

AIRLINE CASE STUDY

Our journey moving to offer & order native

November 2025



Our legacy stack
is the airline version
of an overpacked carry-on.



Our legacy stack
is the airline version
of an overpacked carry-on.

You must sit on it to close,
**and you pray the zipper
holds.**



LET ME TAKE YOU ON A JOURNEY



- | | | |
|----|---------------------------------------|------|
| 01 | Humble beginnings | 2021 |
| 02 | Executive sponsorship | 2023 |
| 03 | Vendor selection | 2024 |
| 04 | The deeper transformation | |
| 05 | Takeaways to get started in one order | |

LET ME TAKE YOU ON A JOURNEY



- | | | |
|----|---------------------------------------|------|
| 01 | Humble beginnings | 2021 |
| 02 | Executive sponsorship | 2023 |
| 03 | Vendor selection | 2024 |
| 04 | The deeper transformation | |
| 05 | Takeaways to get started in one order | |

LET ME TAKE YOU ON A JOURNEY



- | | | |
|----|---------------------------------------|------|
| 01 | Humble beginnings | 2021 |
| 02 | Executive sponsorship | 2023 |
| 03 | Vendor selection | 2024 |
| 04 | The deeper transformation | |
| 05 | Takeaways to get started in one order | |

LET ME TAKE YOU ON A JOURNEY



01	Humble beginnings	2021
----	-------------------	------

02	Executive sponsorship	2023
----	-----------------------	------

03	Vendor selection	2024
----	------------------	------

04	The deeper transformation	
----	---------------------------	--

05	Takeaways to get started in one order	
----	---------------------------------------	--

LET ME TAKE YOU ON A JOURNEY



01 Humble beginnings 2021

02 Executive sponsorship 2023

03 Vendor selection 2024

04 The deeper transformation

05 Takeaways to get started in one order

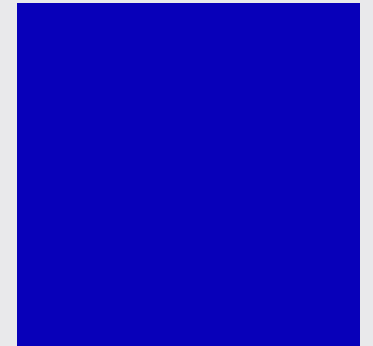
LET ME TAKE YOU ON A JOURNEY



- | | | |
|----|---------------------------------------|------|
| 01 | Humble beginnings | 2021 |
| 02 | Executive sponsorship | 2023 |
| 03 | Vendor selection | 2024 |
| 04 | The deeper transformation | |
| 05 | Takeaways to get started in one order | |

01 Humble beginnings

What is the one **big thing** that ONE Order will solve?



01 Humble beginnings

What is the one **big thing**
that ONE Order will solve?

We did not find the big one,
but **hundreds** of small things
to solve

01

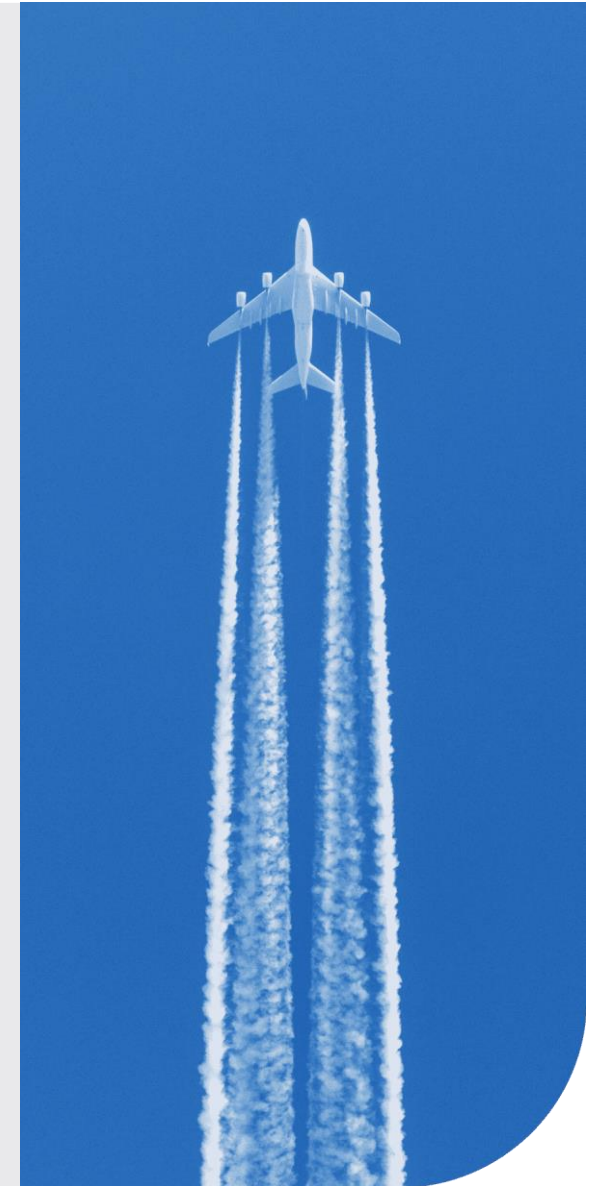
Humble beginnings

It is much harder to sell
hundreds of small things
than to sell **a big one**



01 Humble beginnings

We had to build
the rationale bottom-up
to translate it into an
executive-level case



02

Executive sponsorship

Executive sponsorship
is essential to drive
**structured transformation
and vendor engagement.**

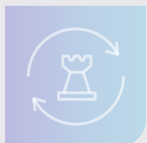


02

Executive sponsorship

Sponsorship achieved **3 goals** for us

01



Linked
ONE Order
to strategy

02



Allocated
time and
budget

03



Signaled
priority

02

Executive sponsorship

Sponsorship achieved **3 goals** for us

01



Linked
ONE Order
to strategy

02



Allocated
time and
budget

03



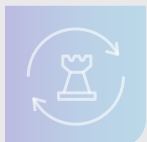
Signaled
priority

02

Executive sponsorship

Sponsorship achieved **3 goals** for us

01



Linked
ONE Order
to strategy

02



Allocated
time and
budget

03



Signaled
priority

02

Executive sponsorship

Sponsorship achieved **3 goals** for us

01



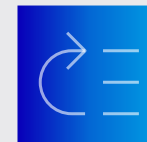
Linked
ONE Order
to strategy

02



Allocated
time and
budget

03



Signaled
priority

02

Executive sponsorship

Sponsorship did not remove constraints. It made them **navigable.**

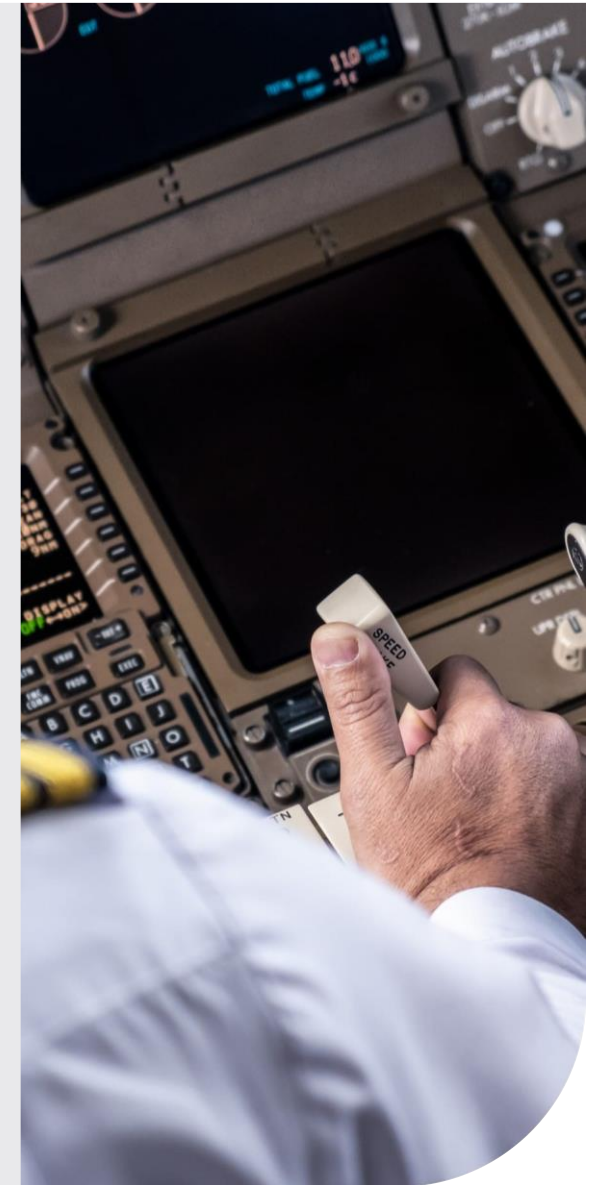


02

Executive sponsorship

Sponsorship did not remove constraints. It made them **navigable.**

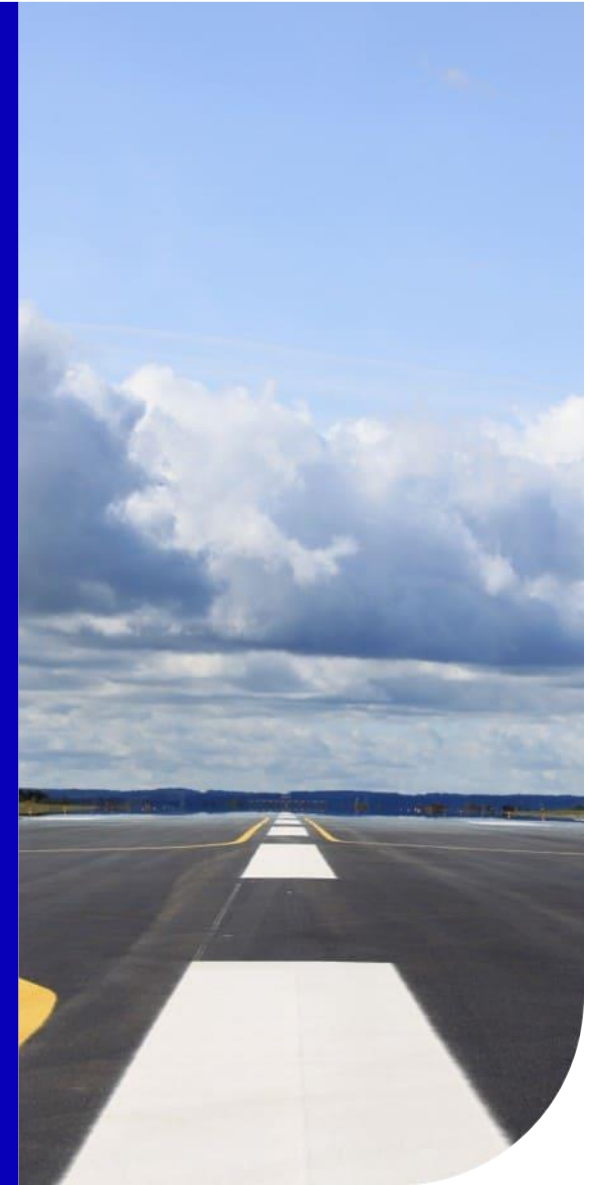
It let us move from polite interest to **committed action.**



03 Vendor selection

18.02.2025

Air France – KLM partners with Amadeus to accelerate modern airline retaining transformation

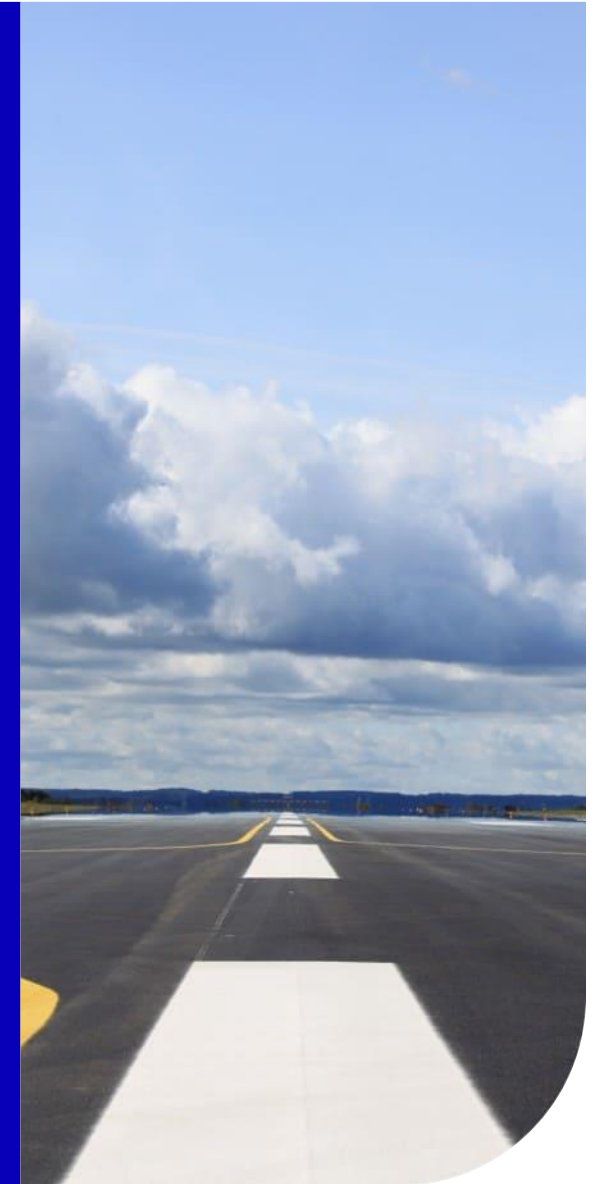


03 Vendor selection

18.02.2025

Air France – KLM partners with Amadeus to accelerate modern airline retaining transformation

Selecting a vendor
is an important milestone,
but it's far from being
the key milestone
in vendor relation.



03

Vendor selection

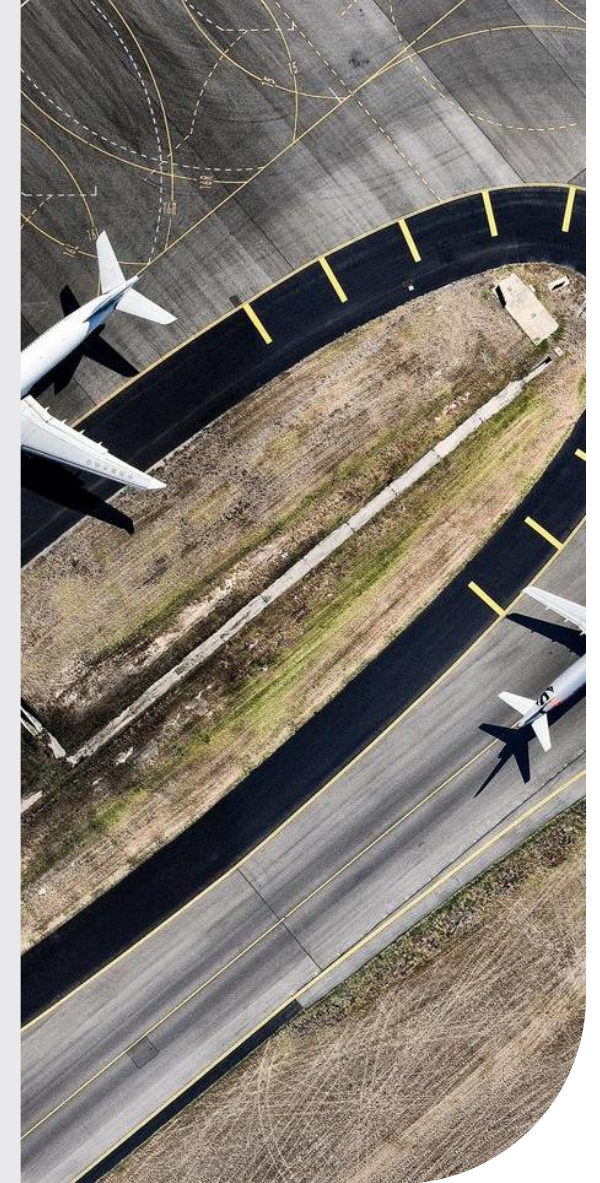
We had to learn to work differently. To work in a new paradigm where we build a groundbreaking product with our vendor.



03

Vendor selection

We are still learning
on how to build a joint
engine with the right
accountability.



04

The deeper transformation

Moving to ONE order is not a technical migration.



04

The deeper transformation

Moving to ONE order
is not a technical migration.

It is a **business
transformation.**



04

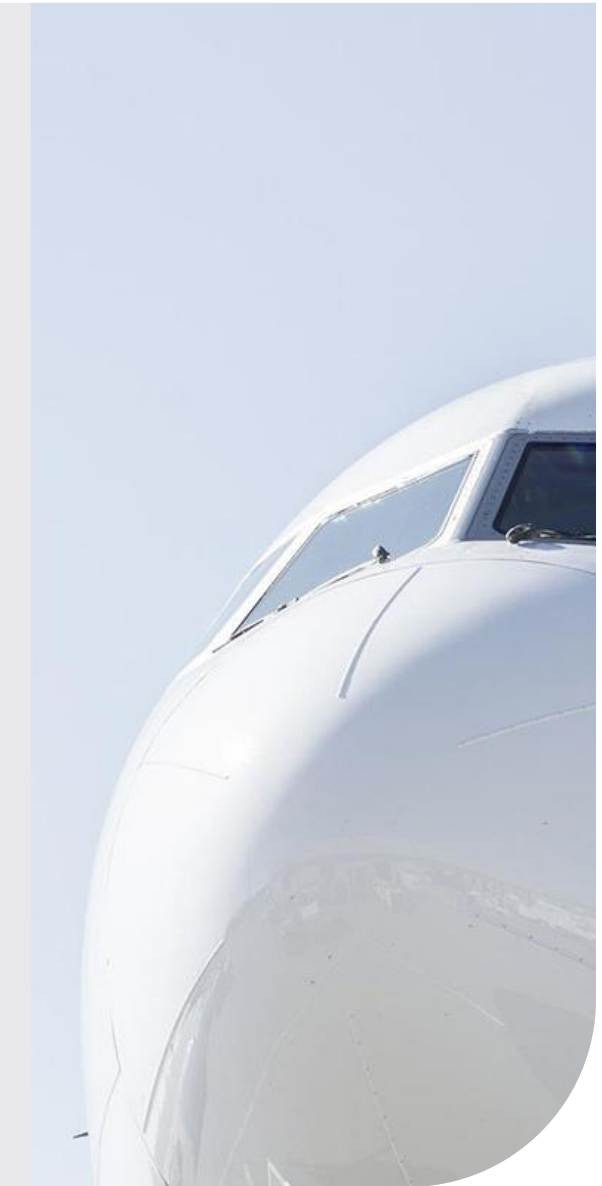
The deeper transformation

We are still learning
to be comfortable
with **being
uncomfortable**



04 The deeper transformation

You need to secure **top talent** for your Program.



04

The deeper transformation

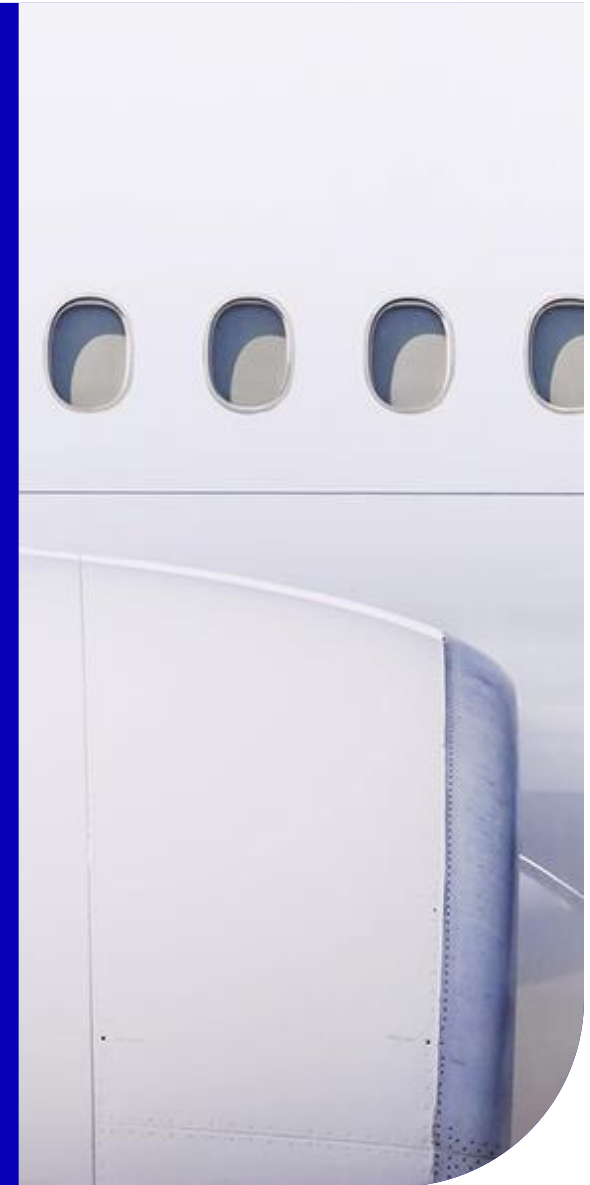
You need to secure **top talent** for your Program.

While top talent
is **difficult to lock.**



05 Takeaways to get started

As partners, and as competitors, we embark on this journey **together**.



THANK YOU!

November 2025

