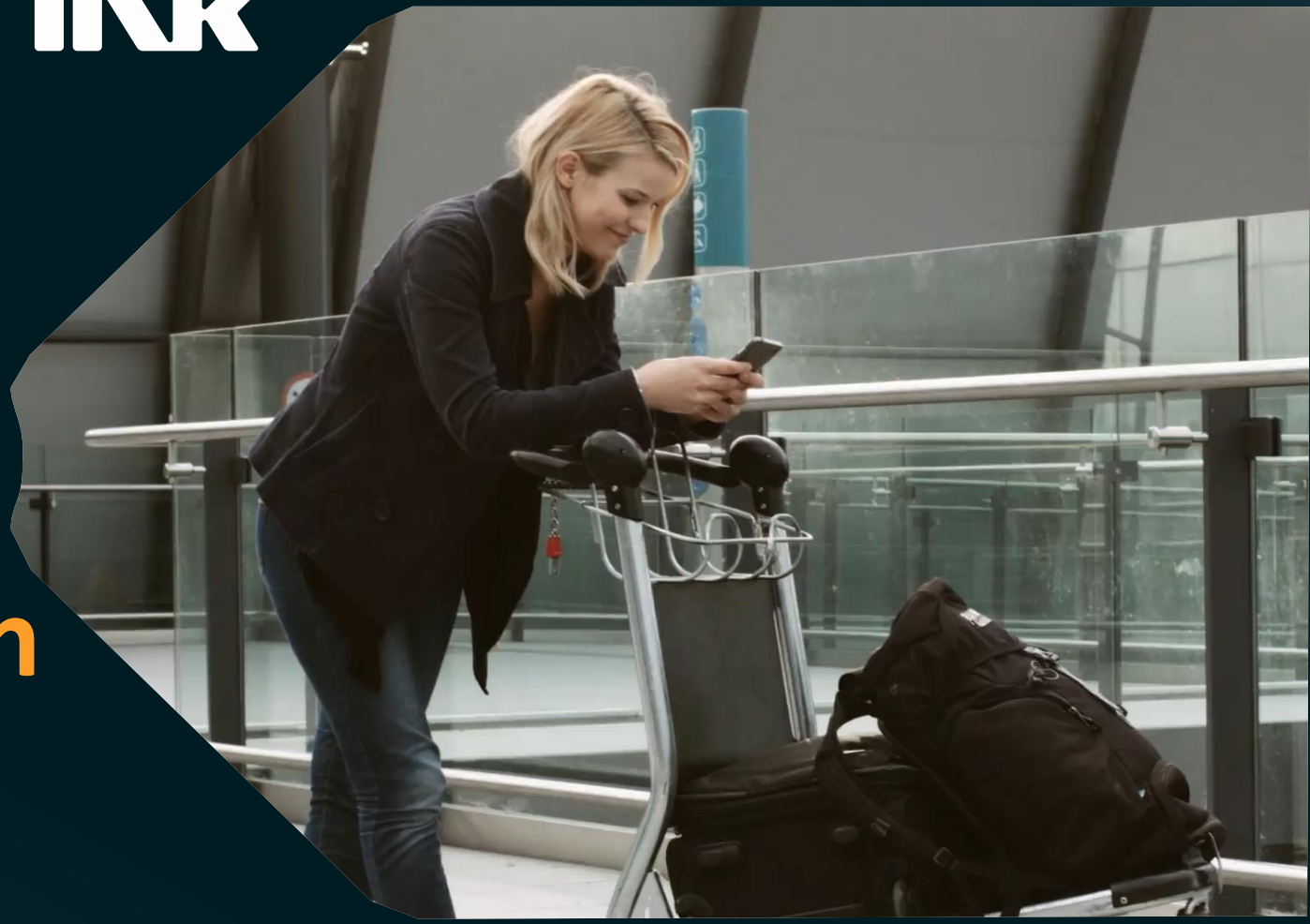
PROS / Datalex / ink

IATA
Multi Vendor PoC
Modularity in Action



IATA WPS • Istanbul 2025

3 IT Providers demonstrating modularity and interoperability in a Full End-to-End PoC

- **Air Offer**
- **Stock Keeper** (AIR)
- **Dynamic Pricing** (AIR)
- **Product Catalogue (AIR)**

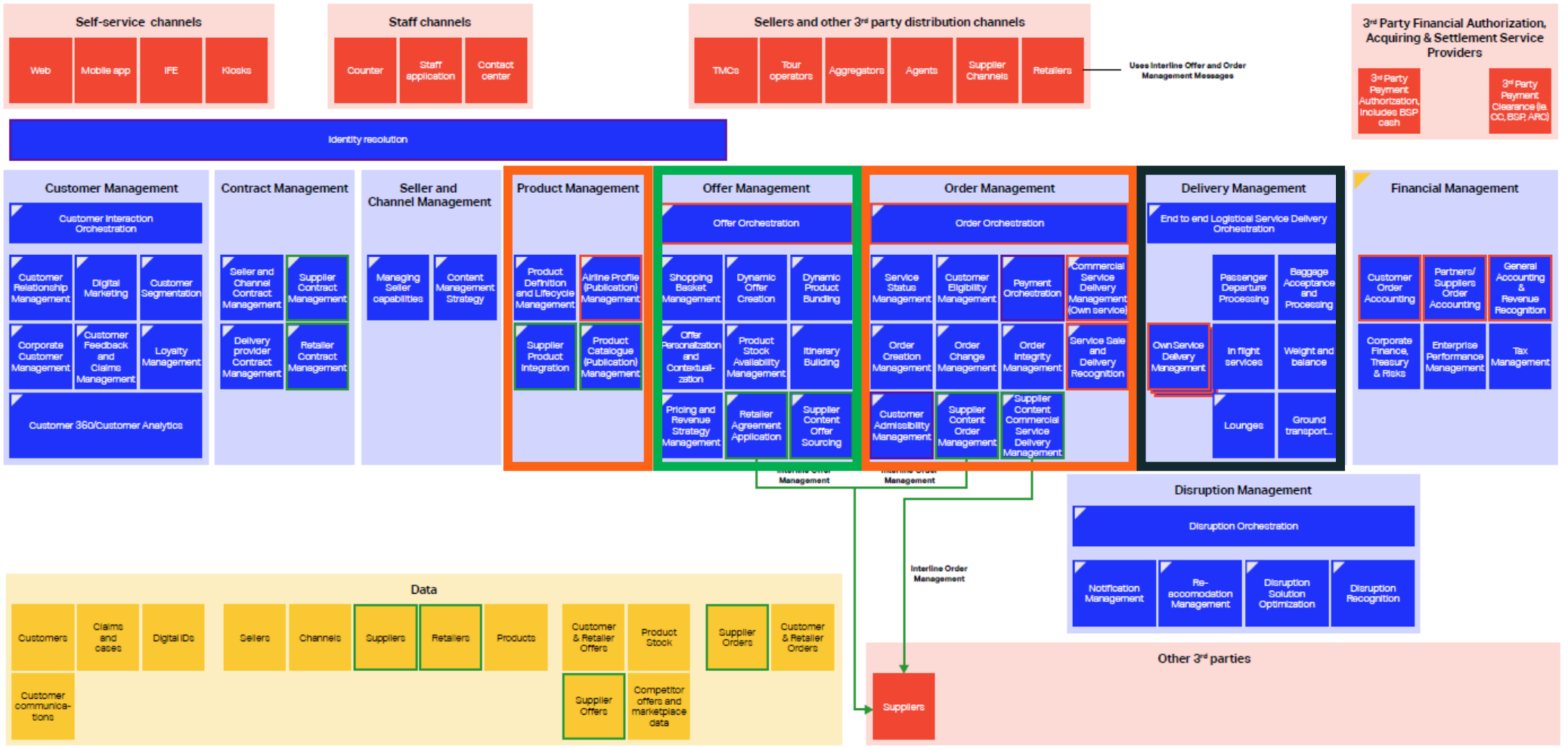
- **Ancillary Offer**
- **Product Catalogue** (Management)
- **Ancillary Pricing** (rule based)
- **Payment** (Management/Orchestration)
- **Order Servicing**

- **Delivery Management**
- **Baggage Acceptance & Processing**

TURKISH AIRLINES Only participated as a reference airline for this PoC. No active involvement.

Modern Airline Retailing — Reference Business Architecture

RP 1786a supporting modern retailing in a world of 100% Offers and Orders



Modern Airline Retailing — Reference Business Architecture

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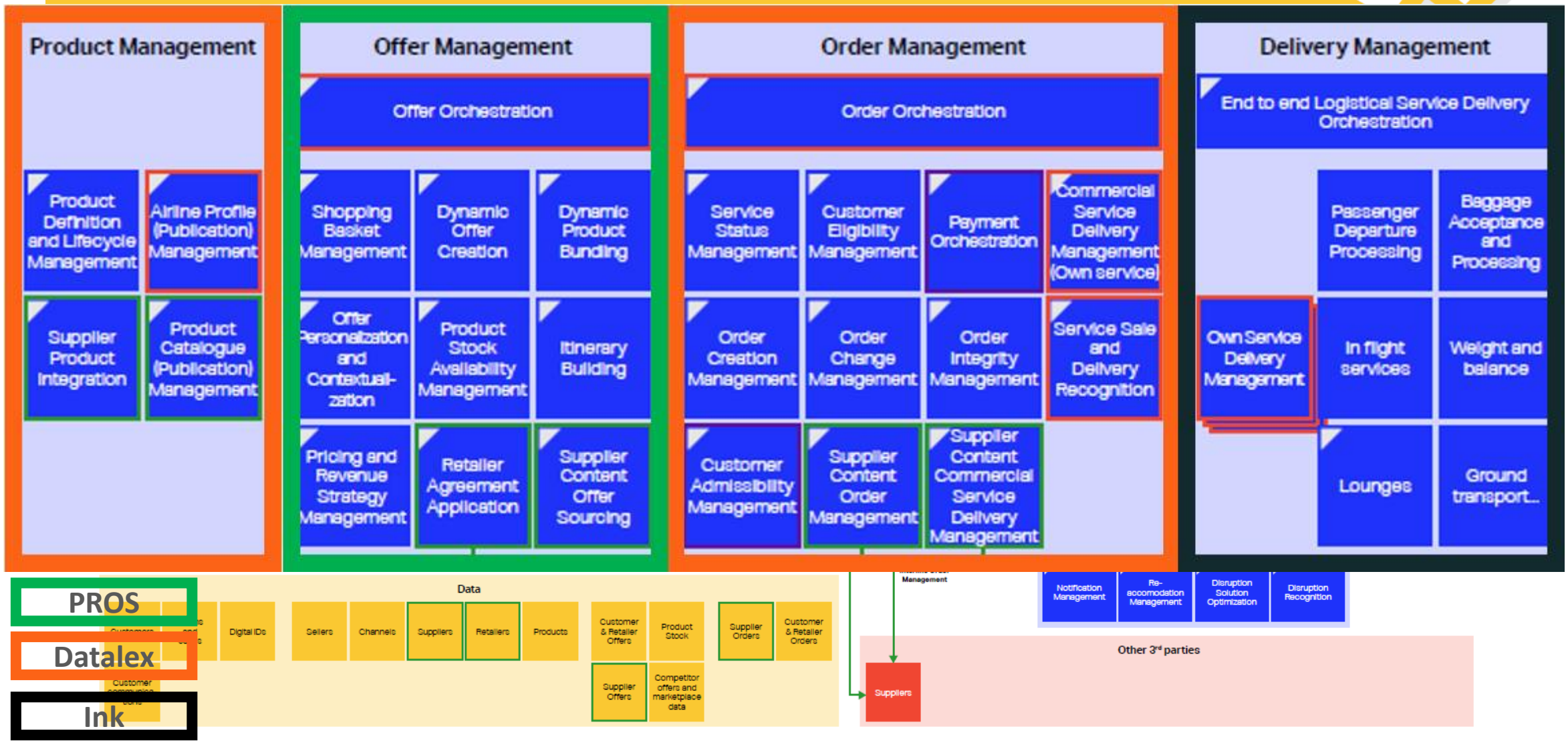

Legacy vs. MAR

LEGACY

- ~~PSS~~
- ~~Filed Fares~~
- ~~EDIFACT availability~~
- ~~PNRs~~
- ~~Tickets / EMDs~~
- ~~Legacy Check In~~

MAR

- ☑ Dynamic Offer / Fares
- ☑ Stock Keeper (right to fly)
- ☑ Order (Single Source of Truth)
- ☑ Product Catalogue
- ☑ Service Delivery
- ☑ NDC / OneOrder

PROS — Offer ⟷ Datalex — Order ⟷ ink — Service Delivery

Standards Used

- **MAR Industry Standards used where available**
- **NDC / OneOrder Messaging**
  - IATA_AirShoppingRQ / IATA_AirShoppingRS
  - IATA_OfferPriceRQ / IATA_OfferPriceRS
  - IATA_OrderCreateRQ / IATA_OrderViewRS
  - IATA_OrderRetrieveRQ / IATA_OrderViewRS
  - IATA_ServiceListRQ / IATA_ServiceListRS
  - IATA_OrderChangeRQ / IATA_OrderViewRS
- **Proprietary interfaces used where no standards exist**
  - Offer <-> Order, Stock Keeper
  - Negative impact on integration

1 *Initial Shop & Book*

- NDC Seller (OTA) using PROS e-Commerce Demo UI
- Air Offer (right to fly), Order Create

2 *Delivery/ Bag Drop*

- Airport Agent using the Ink Touch app
- Bag offer, Order Change, Check-in

PROS / Datalex / ink

PROS / Datalex / ink