



Living in an Offer & Order World

Charles Ruesch

Senior Director, Offer & Order Transformation

IATA, WPS/WFS
Istanbul, 5 November 2025



Modern retailing is here

Actions Create Product

Name	Commercial
(DND) Wheelchair for Ramp SSR	Wheelchair for Ramp SSR
(DND) Pet in Cabin SSR	Pet in Cabin SSR
(DND) Passenger Own Oxygen SSR	Passenger Own Oxygen SSR
(DND) Child Meal SSR	Child Meal SSR
(DND) Paid - Lounge Access RUH (PRIVATE)	Lounge Access RUH (PRIVATE)
(DND) Blind Passenger SSR	Blind Passenger SSR
(DND) Vegetarian Oriental Meal SSR	Vegetarian Oriental Meal SSR
(DND) Deaf passenger SSR	Deaf passenger SSR
(DND) Bland Meal SSR	Bland Meal SSR
(DND) Vegetarian Vegan Meal SSR	Vegetarian Vegan Meal SSR
(DND) Passenger with Service Animal in Cabin SSR	Passenger with Service Animal in Cabin SSR
(DND) Wheelchair for Cabin SSR	Wheelchair for Cabin SSR
(DND) Vegetarian Raw Meal SSR	Vegetarian Raw Meal SSR
(DND) Bassinet SSR	Bassinet SSR
4. (DND) PRIVATE-PRE-SMART-EXPRO	Smart
2. (DND) PRE-DOM-FLEX (*)	Flex
4. (DND) PRIVATE-PRE-FLEX-EXPRO	Flex
4. (DND) PRIVATE-BUS-ELITE-EXPRO	Elite
6. (DND) PRIVATE-ECO-INT-FLEX (STAFF TRAVEL)	Staff Travel Voucher
4. (DND) PRIVATE-PRE-LITE-EXPRO	Lite
(Test) PRIVATE Allow_Origin Destination-RT	Test_RT_allow_Origin Destination-RT
1. (DND) BUS-INT-ELITE (*)	Elite
(Test) PRIVATE International Flex - Bulk Lane test	Flex
6. (DND) PRIVATE-PRE-INT-FLEX (STAFF TRAVEL)	Staff Travel Voucher
1. (DND) BUS-INT-SMART (*)	Smart
(Test) PRIVATE-PRE-LITE- force sell RSD 707	Lite (force-sell RSD 707)
4. (DND) PRIVATE-ECO-SMART-EXPRO	Smart
3. (DND) ECO-INT-LITE (*)	Lite

Create Product

✕

Internal product name

ECO-INT-PROMO-WPS2025

Product type

Fare

Product category

Other

Commercial product name

Promo WPS IST 2025

Product description

Smart Promo bundle for IATA WPS IST 2025

40 / 512

Loyalty points

Control whether this product allows earning or burning points.

☒ Allow earning

☐ Allow burning


Services

Search and select services to be added to this product.

Select services

Q Search Services

Baggage




Personal item

Optional ▾

−

1

+



Cancel

Create Product

3. (DND) ECO-INT-SMART (*)

Smart

Fare

Other

Smart bundle for International Economy

Loyalty

☒

 Earning allowed

☐

 Earning disabled

Mandatory services

Right to fly

Optional services

Personal item

Carry-on Bag - 7kgs

PTC Fare Discount for All Cabins (...)

30kg Baggage

Terms and conditions

☒

 Cancel & Refund: ECO-INT-SMART...

Name Correction

Flight Change: ECO-INT-SMART-1...

Pax types

ADT

CHD

INF

UNN

Cabins

Economy

Carrier

Prime

Codeshare

Interline

Denylist

ECO-INT-PROMO-WPS2025

...

Promo WPS IST 2025

Fare Other



Smart Promo bundle for IATA WPS IST 2025

Loyalty

- ☒ Earning allowed
- ☒ Burning disabled

Mandatory services

Right to fly

Optional services

Personal item

WPS Transfer to Hilton Bomonti

Carry-on Bag - 7kgs

WPS Lounge IST

WPS Discount

30kg Baggage

Terms and conditions

Cancel & Refund: ECO-INT-SMART...

Name Correction

Flight Change: ECO-INT-SMART-1...

Pax types

ADT CHD INF UNN

Cabins

Economy

Carrier

Prime Codeshare Interline

CC

New Order

Search

Flights

Offers

Sort by: Best match

Cart

Select a predefined search

RT

OW

Multicity

From

RUH King Khalid Airport

To

IST Istanbul Airport

Departure

2025-11-03

Days

4

Return

2025-11-07

ADT

1

CHD

0

INF

0

YTH

0

Show more

PTC requirements

Cabin

Search

Currency

SAR

Include sold-out flights

Clear

Search

Offers list is empty now

Start searching to display matching Offers

To start booking add items to cart

Fare

SAR 0.00

Fare taxes and surcharges (incl. VAT)

SAR 0.00

Seats, extras

SAR 0.00

Seats, extras taxes and surcharges (incl. VAT)

SAR 0.00

Fees and extra charges

SAR 0.00

Total amount

SAR 0.00



To pay

SAR 0.00

Cancel

To Passengers Details

Cart

Trip	
RUH Riyadh - IST Istanbul	
BOUND 1 Remove	
RUH Riyadh 4h 20m IST Istanbul	
3 Nov 2025 (Mon) Non stop 3 Nov 2025 (Mon)	
14:00 18:20	
 Details	
ADT Economy Promo WPS IST ... x1 SAR 729.00	
Bound 1 SAR 729.00	
BOUND 2 Remove	
IST Istanbul 4h 20m RUH Riyadh	
7 Nov 2025 (Fri) Non stop 8 Nov 2025 (Sat)	
19:50 00:10 ⁺¹	
 Details	
ADT Economy Promo WPS IST ... x1 SAR 797.00	
Bound 2 SAR 797.00	
Trip total SAR 1,526.00	

Fare	SAR 523.00
Fare taxes and surcharges (incl. VAT)	SAR 1,003.00
Seats, extras	SAR 0.00
Seats, extras taxes and surcharges (incl. VAT)	SAR 0.00
Fees and extra charges	SAR 0.00
Total amount	SAR 1,526.00
Breakdown of fares and fees	
To pay	SAR 1,526.00



Total: 1 trip



RUH Riyadh - IST Istanbul
3 Nov 2025 (Mon) - 8 Nov 2025 (Sat)

Bounds
2

Duration
4 Days

Passengers
1

Total Price
SAR 1,671.00

Manage



BOUND 1

RUH Riyadh - IST Istanbul

3 Nov 2025 (Mon) · Duration 4h 20m · Booking Reference ID(s): WYVNU7 (FLYFL)

Manage

Active 1

[Flights](#) [Passengers](#) [Services](#)

RUH Riyadh - IST Istanbul FL41

Confirmed 1 Ready to proceed 1

14:00 Riyadh
King Khalid Airport (RUH)

18:20 Istanbul
Istanbul Airport (IST)

Duration 4h 20m
Operated by FLYR One
Aircraft 789
Cabin Economy

Seats

22A [Select seats](#)

Booking Reference ID(s): WYVNU7 (FLYFL)

BOUND 2

IST Istanbul - RUH Riyadh

7 Nov 2025 (Fri) - 8 Nov 2025 (Sat) · Duration 4h 20m · Booking Reference ID(s): WYVNU7 (FLYFL)

Manage

Active 1

[Flights](#) [Passengers](#) [Services](#)

IST Istanbul - RUH Riyadh FL42

Confirmed 1 Ready to proceed 1

19:50 Istanbul
Istanbul Airport (IST)

00:10 Riyadh

Duration 4h 20m
Operated by FLYR One
Aircraft 789

Order Details

Order ID FL1222BDR3XVS

Order Status [Open](#)

Payment Status [Paid](#)

Creation Date 2025-11-02 21:34:04

Booking Reference ID(s) WYVNU7 (FLYFL)

PRIMARY CONTACT

Name Krzysztof Jurnorywski

Address Not provided

Phone +48555555555

Email ooms-apps-test-group-jurnorywski@flyrlabs.com

PASSENGERS

ADT · PX1 Krzysztof Jurnorywski 1985-11-02

Trip

RUH Riyadh - IST Istanbul

BOUND 1

RUH Riyadh 4h 20m IST Istanbul
3 Nov 2025 (Mon) 3 Nov 2025 (Mon)

Fare	SAR 523.00
Fare taxes and surcharges (incl. VAT)	SAR 1,003.00
Seats, extras	SAR 145.00
Seats, extras taxes and surcharges (incl. VAT)	SAR 0.00
Fees and extra charges	SAR 0.00

Total amount SAR 1,671.00

[Breakdown of fares and fees](#)

To pay SAR 0.00

[Discard changes](#)

[To Checkout](#)



Total: 1 trip



RUH Riyadh - IST Istanbul
3 Nov 2025 (Mon) - 8 Nov 2025 (Sat)

Bounds 2
Duration 4 Days
Passengers 1
Total Price SAR 1,671.00

Manage ▾

BOUND 1

RUH Riyadh - IST Istanbul

3 Nov 2025 (Mon) · Duration 4h 20m · Booking Reference ID(s): WYVNU7 (FLYFL) 📄

Manage ▾

Active 1

Flights Passengers Services

Krzysztof Jurnorywski

ADT · PX1

INCLUDED

- ✓ **Personal item**
Personal item - All cabins(r)
45 x 35 x 25 cm · 5 kg
RUH-IST FL41 · Delivery status: ● Ready to proceed
Booking Reference ID(s): WYVNU7 (FLYFL) 📄
- ✓ **WPS Transfer to Hilton Bomonti**
Transfer to WPS at Hilton Bomonti
RUH-IST FL41 · Delivery status: ● Ready to proceed
Booking Reference ID(s): WYVNU7 (FLYFL) 📄
- ✓ **Carry-on Bag - 7kgs**
Cabin Baggage - Economy(7KGS)
56 x 36 x 23 cm · 7 kg
RUH-IST FL41 · Delivery status: ● Ready to proceed
Booking Reference ID(s): WYVNU7 (FLYFL) 📄
- ✓ **30kg Baggage**
Check-in baggage allowance of 30kg(r)
150 x 80 x 70 cm · 30 kg
RUH-IST FL41 · Delivery status: ● Ready to proceed
Booking Reference ID(s): WYVNU7 (FLYFL) 📄

⊕ Add Service

BOUND 2

IST Istanbul - RUH Riyadh

7 Nov 2025 (Fri) - 8 Nov 2025 (Sat) · Duration 4h 20m · Booking Reference ID(s): WYVNU7 (FLYFL) 📄

Manage ▾

Active 1

[Back to Search](#)

Order Details

Order ID	FL1222BDR3XVS
Order Status	Open
Payment Status	Paid
Creation Date	2025-11-02 21:34:04
Booking Reference ID(s)	WYVNU7 (FLYFL) 📄

PRIMARY CONTACT

Name	Krzysztof Jurnorywski
Address	Not provided
Phone	+48555555555
Email	ooms-apps-test-group-jurnorywski@flyrlabs.com

PASSENGERS

ADT · PX1	Krzysztof Jurnorywski	1985-11-02
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Trip

RUH Riyadh - IST Istanbul

BOUND 1

RUH Riyadh	4h 20m	IST Istanbul
3 Nov 2025 (Mon)		3 Nov 2025 (Mon)

Fare	SAR 523.00
Fare taxes and surcharges (incl. VAT)	SAR 1,003.00
Seats, extras	SAR 145.00
Seats, extras taxes and surcharges (incl. VAT)	SAR 0.00
Fees and extra charges	SAR 0.00

Total amount SAR 1,671.00

[Breakdown of fares and fees](#)

To pay SAR 0.00

[Discard changes](#)

[To Checkout](#)

Total: 1 trip

RUH Riyadh - IST Istanbul
3 Nov 2025 (Mon) - 8 Nov 2025 (Sat)

Bounds
2

Duration
4 Days

Passengers
1

Total Price
SAR 1,671.00

Manage

BOUND 1

RUH Riyadh - IST Istanbul

3 Nov 2025 (Mon) · Duration 4h 20m · Booking Reference ID(s): WYVNU7 (FLYFL)

Manage

Active 1

FlightsPassengersServices

RUH Riyadh - IST Istanbul FL41

Confirmed 1 | Ready to proceed 1

14:00 Riyadh
King Khalid Airport (RUH)

18:20 Istanbul
Istanbul Airport (IST)

Duration 4h 20m
Operated by FLYR One
Aircraft 789
Cabin Economy

Seats

22A Select seats

Booking Reference ID(s): WYVNU7 (FLYFL)

BOUND 2

IST Istanbul - RUH Riyadh

7 Nov 2025 (Fri) - 8 Nov 2025 (Sat) · Duration 4h 20m · Booking Reference ID(s): WYVNU7 (FLYFL)

Manage

Active 1

FlightsPassengersServices

IST Istanbul - RUH Riyadh FL42

Confirmed 1 | Ready to proceed 1

19:50 Istanbul
Istanbul Airport (IST)

00:10 Riyadh

Duration 4h 20m
Operated by FLYR One
Aircraft 789

Back to Search

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Order Status Open

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Trip

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BOUND 1

RUH Riyadh 4h 20m IST Istanbul
3 Nov 2025 (Mon) 3 Nov 2025 (Mon)

Fare	SAR 523.00
Fare taxes and surcharges (incl. VAT)	SAR 1,003.00
Seats, extras	SAR 145.00
Seats, extras taxes and surcharges (incl. VAT)	SAR 0.00
Fees and extra charges	SAR 0.00

Total amount SAR 1,671.00

Breakdown of fares and fees

To pay SAR 0.00

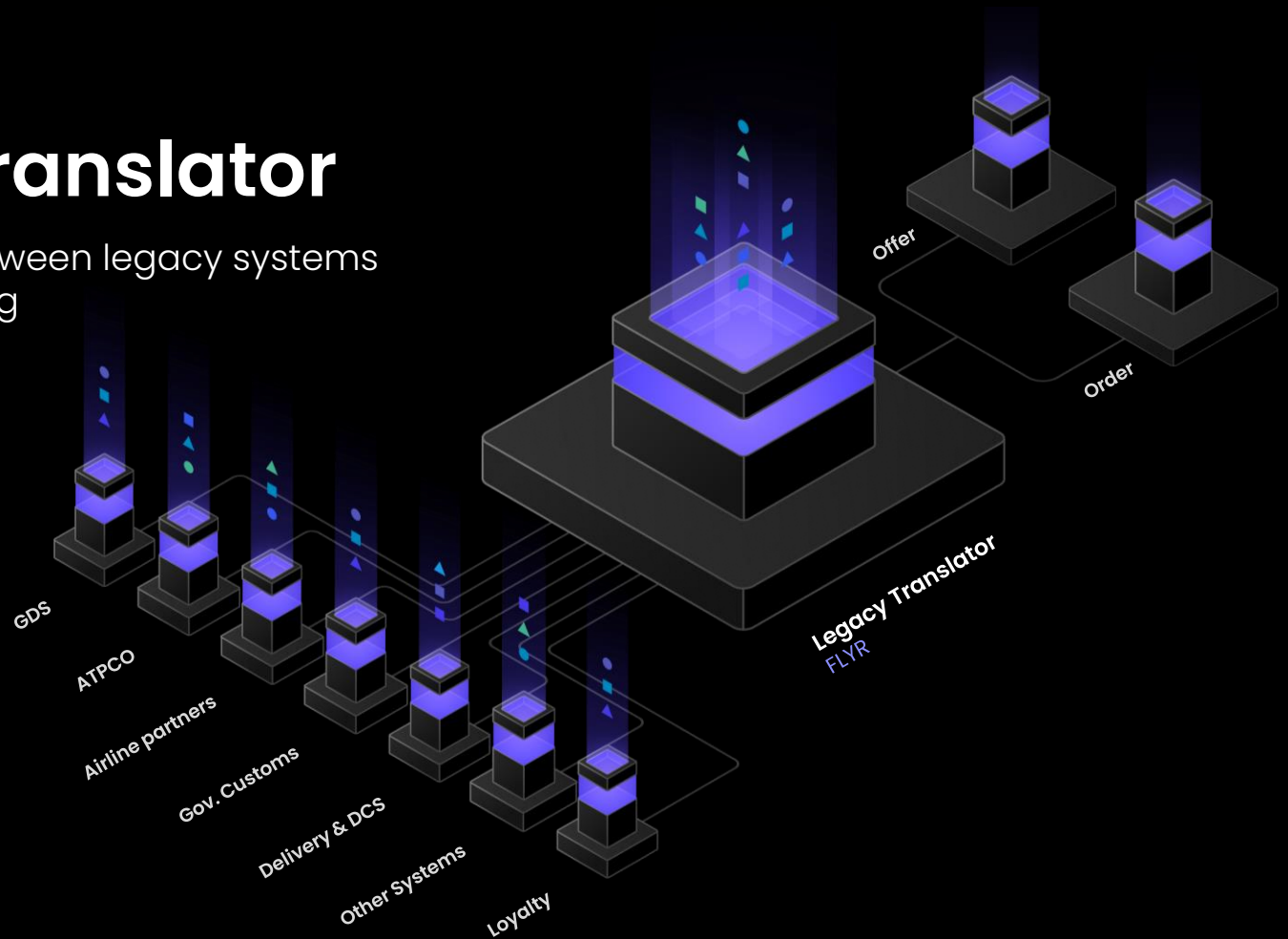
Discard changes

To Checkout

Life on the O&O island
is lonely

Legacy Translator

bridges the gap between legacy systems
and modern retailing





Thank you

Charles Ruesch

Senior Director, Offer & Order Transformation
charles.ruesch@flyr.com