

TRANSFORMING TURKISH AIRLINES SYSTEMS

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**TURKISH
TECHNOLOGY**



Modern Airline Retailing

The future of airline commerce lies in understanding customers — not just flights — and transforming every interaction into a seamless digital experience.



Flow Centric vs. Customer Centric



PNR, Ticket, EMD vs. Orders



Complex vs. Simple Processes



Reducing Distribution Costs



Personalized Offers@
All Customer Touchpoints



Expanding Partnerships
(Train, Ferry, Bus)

A Transformation at Scale: Turkish Airlines

Driving the Future of Travel from the Airline That Flies to the Most Destinations in the World

~355
Destinations in

131
Countries Across

6
Continents

Spreading
Our Wings Across
the Skies

501
Aircraft and
Counting

Carried
85 Million
Passengers

Offered Available
Seat Kilometers (ASK)
254.1 Billion

Passenger Load Factor
82.2%

• Scale and Complexity

• Customer-Centric Transformation

• Powered by Turkish Technology

Enabling the Digital Transformation of the Airline and Logistic Ecosystem



What We're Building: From Airline IT to Product Company





From PSS to OOSD

Building on Real Airline Experience

- **Proven at Scale**

Turkish Airlines in-house PSS powers more than 85 million passenger journeys every year.

- **Built for Agility**

Our engineering expertise enables modular, adaptable systems ready for OOSD transformation.

- **Experience-Led Transition**

This transition is guided by accumulated expertise from real airline operations — shaped by years of solving complex, day-to-day challenges at scale.



**OOSD: Offer–Order–Settle–Deliver*



Modular MAR Platform

PRODUCT

Smart, easily defined products built for modern airline retailing.

STOCK

Intelligent inventory connecting product capacity with retail demand.

OFFER

Dynamic, personalized offers powered by rules and data.

ORDER

Unified order record enabling real-time servicing and payment orchestration.

DELIVERY & DISRUPTION

Seamless fulfillment, disruption and post-flight integration.

LEGACY ADAPTER

API-driven bridge linking legacy PSS with modern retail systems.

INK & SUTHERLAND PROOF OF CONCEPT

A real-time collaboration with Ink and Sutherland,
bringing Modern Airline Retailing to life through offer, order,
and delivery orchestration.

Powered by People. Guided by Purpose.

At Turkish Technology, diverse teams — blending deep airline expertise with talent from e-commerce, finance, and technology — are building new systems from the ground up.

Converging Fragmented Systems

Integrating legacy functions through unified offer and order platforms to accelerate delivery and simplify operations.

Streamlining the Organization Around Retailing Flows

Aligning teams and processes with the full retail lifecycle — from design to deployment — for greater agility and fewer bottlenecks.

Developing Digital, Analytics & Retailing Skills

Expanding technical and analytical expertise to support data-driven product and retail decisions.

Building Transformational Leadership Capacity

Growing leaders who can drive sustained change and foster a Culture of experimentation and accountability.

Let's build the future together!

The future of airline retailing will be built through collaboration, not competition, uniting airlines, partners, and innovators around a shared vision.



THANK YOU

*Visit our booth to discover how Turkish Technology and Turkish Airlines
are shaping tomorrow's travel, together.*