

5 Key Signals of **Industry Transformation**

- 1. Modern Airline Retailing is no longer a vision of the future; it's happening now**
Offers and Orders have moved from vision to reality — *modular* implementation is underway
- 2. RP1786a is the industry reference point driving technical transformation**
It aligns Commercial, Finance, and Delivery — with C-level leaders demanding integrated change
- 3. Digital identity is becoming a vital enabler**
It enables personalized, seamless, and connected experiences across the travel value chain
- 4. It's not just an airline tech project; but a full-scale industry value chain transformation**
Non-airline leaders are also actively shaping the shift away from legacy systems.
- 5. Payment is being redefined**
No longer just a cost: it's a revenue engine powering control, conversion & competitive advantage

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**AI isn't coming - it's accelerating.
Expect Transformation and Disruption
across the Value Chain.**